

SOUTHERN AUTOMOTIVE JOURNAL

SERVING THE 19 SOUTHERN AND SOUTHWESTERN STATES SINCE 1921

February 1961

The Story on Oil Changes:

Remember: Lubricants Are Engineered, Too

PAGE 67

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From RED to BLACK in a Small-Town Dealership—page 65 . . . Dealer's Business Volume Is Big Difference Today—page 70 . . . IGOA Plans Upward—page 71 . . . Servicing the Rambler V-8's Pistons, Rings and Bearings—page 74 . . . Forecast for '61 Air-Conditioning Sales—page 80 . . . Installing '61 Headlining—page 84.

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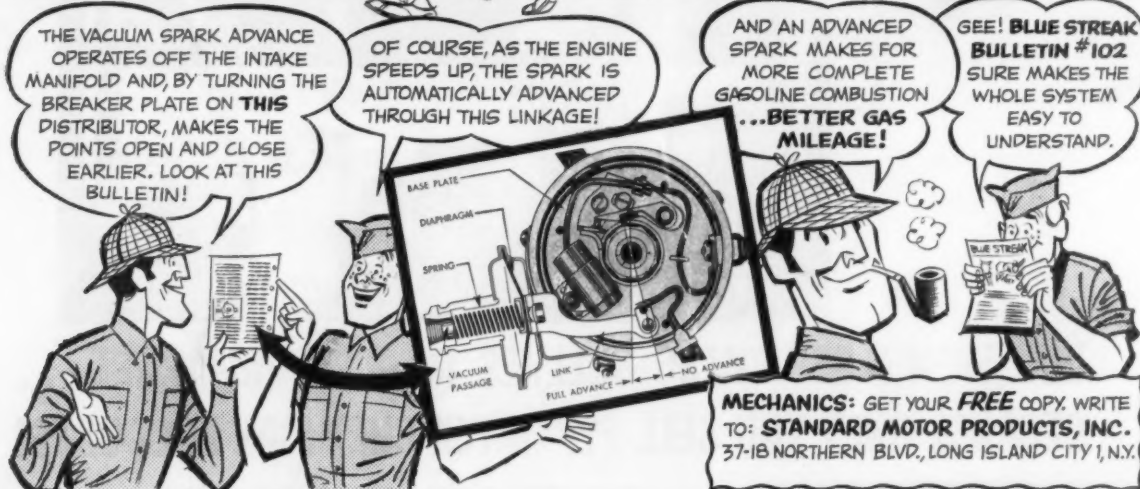
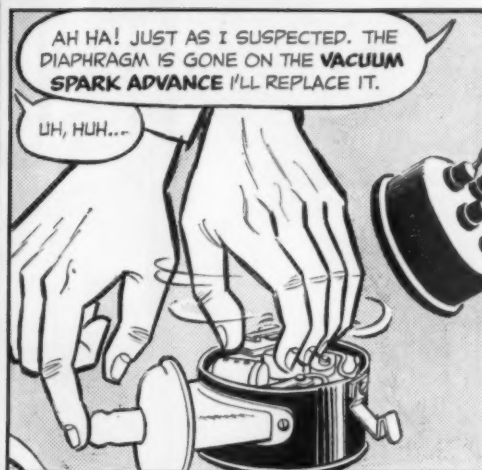
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SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Volume 41 No. 2

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Serving the 19 Southern and
Southwestern States Since 1921

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SELLING CARS AND SERVICE

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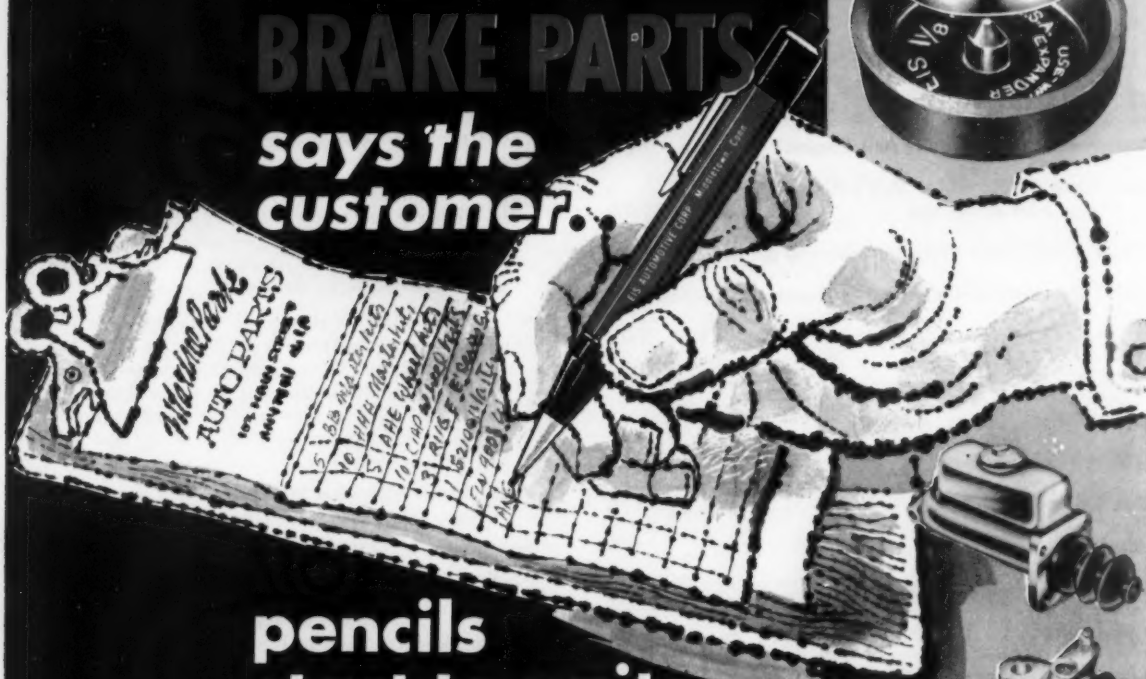
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says the customer.



pencils start to write

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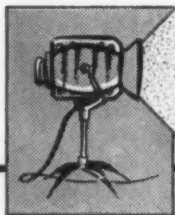
These qualities are characteristic of EIS — The Brake Parts Line. Now, add informative packaging, quick-reference catalogs and wall charts, point-of-sale merchandising cabinets plus immediate availability from 39 strategically located warehouses. The result is a profit-producing Line that gets top position on most every order form.



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BOOTHS 2554-5, 2619-20 at the IAS Show in Los Angeles
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Automotive **SPOTLIGHT**

February 1961

An upturn in new-car sales looms ahead. Delegates attending the annual convention of the National Automobile Dealers Association convention at San Francisco early this month were heartened by President Kennedy's "State of the Union" address before Congress. He mentioned the million-car inventory in the hands of the nation's 33,000 sellers of domestic new cars and clearly indicated that action would be forthcoming to bolster the droopy economy.

How's shop volume doing this year? While motor vehicle registrations haven't been going exactly like a house afire lately, the over-all total has climbed and these units need servicing, even if some go lube-free longer than at one time. Snow and ice have slapped wide areas of the Southland, retarding shop activity, but there's no doubt that service volume will be climbing from here on out. The story, with the facts and figures, will be carried in SAJ next month concurrently with the annual issue pinpointing the technical side of service.

Rolling along Automotive Row: The public's kept a dull eye on the usage of safety belts, but Chrysler Corp. is hoping to kick up some interest by supplying its dealerships with safety belts at no profit (around \$7), with the hope that installation will be made at very little charge. . . . Trostel Industries, Inc., held open house January 28 for its new factory at Milan, Tenn., where it will manufacture hard parts in the 83,000-square-foot plant. . . . Ford Motor Co. has mailed a booklet, "Partners in Quality," to its suppliers of 100,000 or more different items, emphasizing quality production now that the dealers' warranty has been extended to 12 months or 12,000 miles. . . . General Motors' dollar sales in 1960 were the highest ever and net income was second only to the record car-sales year of 1955. . . . Out-of-staters won't believe it, but Georgia—noted for highways well sprinkled with chuck-holes—is going to do something about its roads, now made possible by a \$100,000,000 program enacted by the legislature. . . . Enforcement of Mississippi's new motor vehicle safety inspection law, earlier set to be effective January 1, is being delayed (possibly to June or July) until complete machinery for carrying out the law can be set up.

Price cutting and discounts are aggravating jobbers. Some factories have trimmed the discounts allowed their distributors and, worst of all, some wholesalers have decided to try the whole-hog-or-else route by slashing their quotations in an effort to build (profit-less?) sales volume. Sixty per cent of the jobbers answering SAJ's monthly survey said their sales were up last year over '59's total, but the net profit didn't keep in step with the rising gross, they said. In the meantime, every Tom, Dick and Harry automotive sales and service outlet has been aspiring to qualify for an extra ten off—and some jobbers have been seeing to it that they get it. At least those are the reports from the field.

"Quit kicking that water in my face!" Maybe you'll be saying that soon, rather than complaining of mud, dust or grime-mixed water kicked up from the highway by a car ahead of you. Latest newcomer to the field of transportation is the dual-purpose Amphicar, which took its amphibious bow at Miami International Foreign and Sports Car Show this month. It's manufactured by a West German company which controls a major interest in Daimler-Benz, manufacturer of Mercedes-Benz cars. The Amphicar will do 75mph, with a top of 90mph on land. On the water it's good for ten miles per hour. It'll reportedly do 32mpg on land and putt-putt an hour and a half on a gallon on water.



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Automotive MARKETS

Best "Extra" Prospect Is Present Owner

OWNERS WHOSE cars are already equipped with accessories are much more willing to pay extra for such accessories on the next car they buy.

That fact came to light in the most recent national automobile and tire survey, conducted by Alfred Politz Research, Inc., for *Look* magazine, which gives item-by-item figures indicating the relative popularity of various automobile accessories.

A radio is evidently considered the most "necessary luxury" by both those who have a car radio and those not having one, with automatic transmission running a close second. Of owners of cars equipped with radios, 81.2% indicated they would pay extra for that accessory on their next new car, while 40.6% of those who did not have a radio expressed willingness for their next car to be so equipped.

Automatic transmissions won out with 78.3% of those queried who were driving cars thus equipped, compared with 39.5% of the owners who do not presently drive automatics.

Sixty-two per cent of owners whose present automobiles are equipped with air conditioning would be willing to pay extra to have air conditioning in their next car, while only 11% of those not having that convenience would want to lay out the necessary sum for such equipment in their next car.

After radio and automatic transmission, the most heavily favored accessories, both by car owners who have them and those who do not, are power brakes, power steering and tinted glass, in that order. Consistently, these items are considered about twice as desirable, however, by those who already have them as by those who do not, according to the survey.

Compacts Will Pass, Says Lease Official

COMPACTS, as we know them today, will pass.

That prediction made by Pat Hyndmand, vice president and general manager of San Diego Auto Lease, San Diego, Calif., at the National Automobile Dealers Association's annual convention in San Francisco Jan. 29, was based, he said, on alertness of manufacturers to bring the standard-size car into a degree of trim and compactness which will satisfy the mass market.

"We feel that when the public finds out the limited difference between compacts and the current and future standard-size models," Hyndman said, "there will be less interest in the compacts. We find in our lease company that people who drove Falcons in 1960 are now asking for automatic transmissions, the 101hp engine and de luxe trim. As a

matter of fact, there are few compacts we have bought in the '61 model without these features.

"We further feel that people will learn as time passes that the real cost of compacts is quite similar to that of the standard-size cars. There is some economy in gasoline, but depreciation could well become comparable to the standard-size cars. Repairs are now similar. Body shop costs are higher for compacts. We feel confident that the traditional lines from the low price to the de luxe will emerge from this temporary period of confusion and shuffling with an expanded compact car at the bottom to a trimmed Galaxie and Impala car at the top. From this realignment a stable and predictable used-car market will return."

The 1962 convention of NADA will be held Feb. 3-7 in New York City and the 1963 meeting will be at Miami Beach, Fla.

NADA Convention Hears Of Big Boom in '60's

"FOR the first half of the 1960's we shall have a remarkable period of high business."

That's what the 44th annual convention of the National Automobile Dealers Association was told at San Francisco Jan. 30 by Dr. Arthur R. Uppgren, professor of economics at Macalester College, St. Paul, Minn. He added:

"This is the result of a failure, unavoidable, in the labor force to grow. As a result, we shall use every manner of labor-saving equipment, thus maintaining plant and equipment investment at high levels.

"This keeps business activity high and enlarges the productivity of our workers. Consequently, I think we can expect an average family income of at least \$7,300 in 1965 and at least \$8,300 in 1970.

"There will be a very substantial increase in the automobile market."

Volume Use of Magnesium Seen for Transmissions

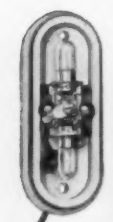
VOLUME usage of magnesium on large automotive transmission parts within the next three years has been predicted by a spokesman for The Dow Chemical Co.

Robert Pittsley, magnesium sales manager of Dow's Detroit office, also saw the industry's use of magnesium exceeding ten pounds per car by 1965.

"Large transmission parts," he said, "offer the great current potential for increased magnesium poundage on Detroit-engineered cars. The highly successful use of magnesium in the crankcase and transmission of the rear-engine Volkswagen indicates that this metal will perform successfully in corresponding parts and areas of American vehicles.

"The major automotive companies are currently in various stages of evaluation or production of magnesium parts. Primarily, they are interested in light weight and availability at low cost. All are present in magnesium."

Anthes



SHOCK-MOUNT
Model S700



Model 700



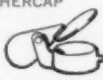




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STOP LITES 	CLEARANCE & MARKER LITES 	MIRRORS 



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Service Volume Is Expanding

You can't keep 'em down on the farm and you can't keep down shop activity in the face of rising motor vehicle registrations.

Recognizing this and the additional fact that the mechanic shortage continues an abomination, SAJ offers next month, through its staff of long-experienced technical writers, more articles on servicing today's cars.

The topics will fan out from a general spring tune-upper into many specialized areas.

Technical Editor Ed Lowery, who ought to know what he writes about (he directs a service staff of 100 at one of the biggest dealerships in the South), will point out the necessity for keeping equipment and tools up-to-date.

The March issue will be a proper forerunner for the April issue, to be devoted as before to promoting safety by Selling Safety—inside the shop and to the customer.

TECHNICAL-WISE

Torque specs on the several '61 aluminum engines, Rambler's 60-amp alternator (available on fleet units) and how to "tune-up" the body periodically will be some of the special subjects bursting out in print.

All in all, you'll find the March issue invaluable for filing, unless you have decided that you'll specialize in fishing and forget the technical changes which continue to bob up in the automotive service market.



Automotive

NEWS BRIEFS

JANUARY	APRIL	AUGUST	DECEMBER
S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S
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Looking Ahead

DEALERS

- March 1—Annual meeting of South Carolina Automobile Dealers Association, Hotel Wade Hampton, Columbia.
- March 13-14—Annual convention of Louisiana Automobile Dealers Association, Roosevelt Hotel, New Orleans.
- March 26-28—Annual convention of Automobile Dealers Association of Alabama, Buena Vista Hotel, Biloxi, Miss.
- April 12-13—Annual convention of Kansas Motor Car Dealers Association, Hotel Lassen, Wichita.
- April 23-25—Annual convention of Automotive Trade Association of Virginia, John Marshall Hotel, Richmond.
- April 30-May 2—Annual convention of North Carolina Automobile Dealers Association, Carolina Hotel, Pinehurst.
- April 30-May 2—Annual convention of Tennessee Automotive Association, Andrew Johnson Hotel, Knoxville.
- May 7-9—Annual convention of Texas Automotive Dealers Association, Gunter Hotel, San Antonio.
- May 11—Annual convention of Missouri Automobile Dealers Association, St. Louis.
- May 14-16—Annual convention of Georgia Automobile Dealers Association, General Oglethorpe Hotel, near Savannah.
- May 14-16—Annual convention of Kentucky Automobile Dealers Association, Sheraton Hotel, Louisville.
- June 2-3—Annual convention of New Mexico Automotive Dealers Association, La Fonda Hotel, Santa Fe.
- Feb. 3-7, 1962—Annual convention of National Automobile Dealers Association, New York City.

GARAGEMEN

- June 28-July 1—Annual convention of Independent Garage Owners of America, Lowry Hotel, St. Paul, Minn.

WHOLESALE

- Feb. 12-15—Meetings of Automotive Affiliated Representatives, Biltmore Hotel, Los Angeles.
- Feb. 13-14—Annual sessions of Automotive Booster Clubs International, Statler-Hilton Hotel, Los Angeles.

Feb. 14-15—Annual convention of Automotive Service Industry Association, Biltmore Theater, Los Angeles.

Feb. 16-19—13th annual Pacific Automotive Show, Memorial Sports Arena, Los Angeles.

March 15-16—Spring convention of Virginias - Carolinas Automotive Wholesalers Association (for members only) at Hotel Robert E. Lee, Winston-Salem, N. C.

April 30-May 2—Annual convention of Automotive Wholesalers Association of Tennessee, Hotel Claridge, Memphis.

May 14-17—Annual convention of Automotive Engine Rebuilders Association, Fontainebleau Hotel, Miami Beach.

June 25-27—Annual convention of Automotive Wholesalers Association of Alabama, 400 Motel, Pensacola Beach, Fla.

Aug. 13-15—Annual convention of Kentucky Automotive Wholesalers Association, Lexington.

Oct. 11-14—Annual convention and booth conference of Automotive Wholesalers of Texas, San Antonio.

Nov. 14-15—Annual convention of South Carolina Automotive Wholesalers Association, Fort Sumter Hotel, Charleston.

Nov. 15-17—Annual convention of Florida Automotive Wholesalers Association, Americana Hotel, Miami Beach.

Feb. 28-March 3, 1962—International Automotive Service Industries Show, Chicago.

Feb. 13-16, 1963—International Automotive Service Industries Show, Philadelphia.

GENERAL

July 31-Aug. 2—National Auto Accessory and Parts Exhibit, Las Vegas.

Oct. 30-Nov. 2—Annual convention of Automotive Warehouse Distributors Association, Muehlebach Hotel, Kansas City, Mo.

Nov. 8-10—Annual convention and trade show of Automotive Parts Rebuilders Association, Biltmore Hotel, Los Angeles.

Dallas Dealers Elect Horn

John J. Horn, Jr., of Horn-Williams Co., Dallas, Texas, has been elected president of the Authorized New Car Dealers of Dallas, Inc., succeeding Fred Oakley of Fred Oakley Motors. Other members of the executive committee are W. D. DeSanders and Clifton L. Dennard. J. N. Whitehurst is general manager of the group.



John H. Lander, president of Lander Motors, Inc. (Dodge-Simca), Atlanta, Ga., winner of The Saturday Evening Post's second annual Benjamin Franklin Quality Automobile Dealer Award, was honored at special ceremonies held at the Sheraton Palace Hotel in San Francisco on the opening of the 44th annual convention of the National Automobile Dealers Association. The award, bearing the likeness of Franklin and inscribed with Lander's name, cited the former NADA treasurer for outstanding qualities in citizenship, community service and contributions to the automotive industry.

Chevrolet Steps Up Dealer Assistance

CHEVROLET's addition of 13 business management specialists in large metropolitan centers expands its dealer assistance program to 20 such representatives, according to K. E. Staley, general sales manager.

The business managers will conduct training programs for dealers and their department managers, contact dealers needing business management assistance and assist them in using proper management "tools" to obtain maximum sales. Staley pointed out that the metropolitan areas to be covered will be so divided as to give the present zone business managers more time to work with dealers in smaller cities.

Southern cities to be served by the specialists are Baltimore, Washington, St. Louis and the Dallas-Fort Worth area.

\$109.50 BUYS AIR POWER FROM **COATS**



**ANNOUNCING THE REVOLUTIONARY BELL-AIR —
THE FIRST AIR-POWERED TIRE CHANGER EVER
OFFERED AT THE UNHEARD OF LOW PRICE OF \$109.50**

Now every man who handles tires can enjoy the convenience and ease of *air-powered* bead-loosening, because Coats has invented an entirely new kind of power unit. Not a cylinder, not a piston but a brand new concept in air power, using a super-tough neoprene expansion chamber, designed by Coats to give you the fastest, safest bead-loosening at the *lowest* possible price.

All passenger and light truck tire beads — from 8-inch-diameter on up — can be loosened instantly and effortlessly by the air-powered Bell-Air. Its new Coats Air Converter develops such tremendous thrust that even the *toughest* beads loosen easily. A truly significant engineering breakthrough, the Coats Bell-Air is quality-built to give you trouble-free performance year after year. Only Coats could build it and bring it to you for \$109.50.

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Tom Frost

Old Timers Will Push For National Museum

IT WILL take a new building in Washington to tell the whole automotive story, according to Tom Frost, treasurer of Automotive Old Timers and Warrenton, Va., Ford dealer.

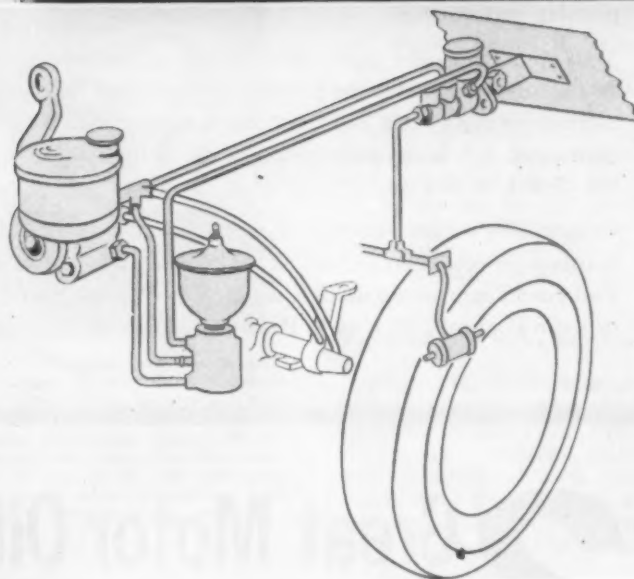
The creation of an automotive museum and hall of fame to be situated in the nation's capital is one of the Old Timers' major objectives, Frost said, adding that such a museum would attract thousands of foreign visitors, students, businessmen and diplomats.

In an address before the annual convention of the National Automobile Dealers Association in San Francisco Jan. 31, Frost pointed out that all accredited foreign governments are represented in Washington either by embassies or legations.

"Visitors from abroad," he said, "would take home an unforgettable impression of how America's No. 1 industry has developed under our competitive free enterprise system."

"We are convinced that the automotive industry is not adequately represented in our capital by the antique car exhibit at the Smithsonian Institution. The Smithsonian suffers from a chronic lack of space and funds. Furthermore, a roomful of cars does not and cannot tell the story of the development of the auto industry in the United States."

The proposed museum, he said, would contain mementoes of the early days of the industry, including motor vehicles. Models should include some of the false starts and blind alleys, as well as the cars that



Top: No accelerator or brake pedals are needed in this car demonstrated by The Bendix Corp. Starting and stopping functions are regulated by foot pressure applied to flush-mounted floorboard controls: pressure on right segment accelerates car, and on the left, brakes it (same relative positions as in cars with conventional controls). **Above:** Here is a schematic of the Bendix full-power brake system for the pedal-less car. The brake control valve is in the unit in front of the floorboard at top right. At the left is the unit that contains dual pumps—providing two separate sources of fluid for power steering and the brake system. The urn-shaped unit is the accumulator, which stores fluid under pressure, and underneath it is a regulator valve that determines the pressure in the accumulator. The spindle-shaped unit over the wheel is the brake wheel cylinder.

worked, to illustrate the late Charles Kettering's dictum that an inventor "suffers 99 failures for every success."

It would form the most authoritative source in the nation for data, records and historical material on

the development of the motor vehicle and the industry, Frost said.

"We believe congressional support could be obtained for a project of this kind and perhaps a bill to create a National Museum and Hall of Fame could be enacted into law."

PROTECT YOUR VALVE JOBS

Keep your reputation good by keeping your customers happy

Here's the secret...

Customers who are sold on the good work you do keep coming back for more. Bring you more service business and bigger profits. To *keep* your customers sold, use the motor oil that gives valve jobs top protection for smooth, customer-pleasing performance.

That oil is Pennzoil—the world's richest, most complete motor oil. So rich, it gives double the protection demanded! So complete, users never need extra additives! Because the special power ingredient, Z-7, keeps parts *clean*—stays on the job for the full life of each oil change.

Pennzoil Z-7 makes customers happy . . . builds more business . . . boosts your profit! So protect *all* your engine jobs with Pennzoil. Call your Pennzoil distributor, listed in the Yellow Pages, or write Pennzoil, Oil City 3, Pa.

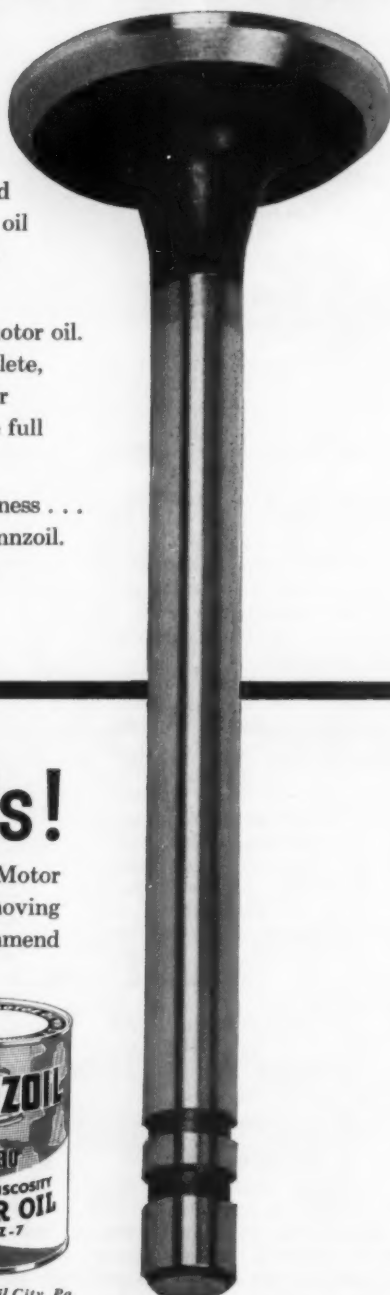
2 Great Motor Oils!

This great pair of 100% pure Pennsylvania Motor Oils with Z-7 stays tough full time—keeps moving parts clean and free of excessive wear. Use them—recommend them, for top customer satisfaction.

Famous Pennzoil with Z-7
in all correct service grades.
Pennzoil 10W-30 with Z-7,
world's only oil-rich,
multiple-viscosity oil.



Member Penn. Grade Crude Oil Assn., Permit No. 2, Oil City, Pa.





This float, sponsored by the local unit of the Independent Garage Owners of America, won second prize among 40 entered in the pre-Christmas parade at Toccoa, Ga. Toccoa has been one of the most active local units of the national association.

Carter of Chevrolet Dies At Kansas City

B. C. CARTER, zone manager for Chevrolet at Kansas City, died last month after becoming suddenly ill at his home.

Carter, who joined Chevrolet in 1928 in the accounting department of the Atlanta (Ga.) office, was twice president of the General Motors Management Club in Kansas City. Survivors include a sister, Mrs. Richard P. Smith of Atlanta, wife of the president of W. R. C. Smith Publishing Co., publisher of SOUTHERN AUTOMOTIVE JOURNAL.

Paul R. Davis Advances With Volkswagen

P. PAUL R. DAVIS, who last year joined Volkswagen of America as a marketing consultant, has been elevated to assistant sales manager, according to C. H. Hahn, general manager and executive vice president.

A graduate of Georgia Tech, Davis was formerly general sales manager of Studebaker Corp. and also held district and regional sales managerial positions with Ford Motor Co.'s Lincoln-Mercury Division.

Kansans to Meet April 12-13

"Dealer Management" — how a dealer can operate his business in a manner that will show a fair net return on his investment—will be the theme of the Kansas Motor Car Dealers Association's annual convention scheduled for April 12-13 at the Hotel Lassen in Wichita.



Walter B. Cooper, Chevrolet-Oldsmobile dealer of the small Colorado town of Fort Collins, became president this month of the 22,000-member National Automobile Dealers Association. He had been first vice president of the group. His promotion came at the annual convention, held early this month at San Francisco.

Louisiana Dealers Plan "Program for Profits"

A "PROGRAM for Profits" will highlight the Louisiana Automobile Dealers Association's annual meeting to be held at the Roosevelt Hotel in New Orleans March 13-14.

Featured speakers will include Thomas A. Costello, president and general manager of the Costello-Kunze Ford dealership in Jennings, Mo.; William O. Hundley, president and general manager of Hundley Motor Co., Wheeling, W. Va., and John E. Binns, director of management services of the National Automobile Dealers Association.

Chevrolet Ups Davidson To Detroit Sales Post

H. A. DAVIDSON, regional sales promotion manager for Chevrolet at Dallas, Texas, since 1957, has been appointed assistant manager of the division's sales promotion department in Detroit, succeeding Harry Bradshaw, recently named Baltimore city manager.

A native of Louisiana, Davidson joined the company as a parts and accessory representative in New Orleans in 1946. He was parts and accessories merchandising manager in El Paso and Houston zones before being made Houston zone sales promotion manager.

Orand of Dallas Dies

J. Burton Orand, 62, founder of Orand Buick Co. in Dallas, Texas, died unexpectedly at his farm home near Lewisville last month. A native of Waco, Orand moved to Dallas to establish the dealership in 1940. Several times his company was named among the top ten in annual sales volume and Orand was formerly an officer of the Buick Top 20 Club, which includes the 20 top dealers in the nation.

Panama City Picks Harrison

William H. Harrison of Harrison Motor Co. (Oldsmobile) is the new president of the Panama City (Fla.) Automobile Dealers Association. Vice president is R. L. Lloyd of Lloyd Motor Co. (Pontiac-Cadillac) and Waldo W. Rowell of Rowell & Son's Motors (Rambler) is the secretary-treasurer.

Mississippians Set Nov. 12-14

Annual convention of the Mississippi Automobile Dealers Association will be held at the Buena Vista Beach Hotel and Motel in Biloxi Nov. 12-14. Dr. Kenneth McFarland, lecturer and former Topeka, Kan., educator, will be keynote speaker.

Floridians to Meet Oct. 28-30

The Florida Automobile Dealers Association will hold its annual convention at the Galt Ocean Mile Hotel in Fort Lauderdale Oct. 28-30. General Manager Walter C. Mallory has announced.

Better products, faster, from your Federal-Mogul jobber:



Prospect for a '63 overhaul

Will he come to you? Perhaps. But it's the service your customers get today that brings in new jobs next week . . . and in '63. That's why it makes such good business sense to use quality parts that stand up. And one of the brands that keeps engines going—and customers happy—is Federal-Mogul. **Fm** quality has made these engine bearings first choice of U.S. car and truck manufacturers.

Federal-Mogul engine bearings are also America's most available bearings. They are made in thousands of types and sizes for American and imported cars . . . for trucks . . . and for vintage vehicles, too. When you order **Fm** engine bearings you get them on time, and you get your jobs out without needless delays. Why don't you let Federal-Mogul help turn prospects into customers for you?



FEDERAL-MOGUL ENGINE BEARINGS

FEDERAL-MOGUL SERVICE

DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICHIGAN





Larry Davis (left), executive vice president of the Mississippi Automobile Dealers Association, looks on as S. E. "Ed" Kossman, Sr., NADA director for Mississippi and regional vice president, receives a check from R. E. Dumas Milner of Jackson, one of the nation's largest automobile dealer chain owners. The check covers 1961 NADA dues for all six dealerships in which Milner has an interest.

Mississippi Chain Owner Backs NADA 100%

THE time has come when every dealer in the country must support our national association in its fight to retain our dealer exemption to the minimum wage bill which Congress will be debating."

R. E. Dumas Milner, Jackson, Miss., industrialist and one of the nation's largest automobile dealer chain owners, had this to say when he presented a check covering National Automobile Dealers Association dues for his six dealerships to S. E. "Ed" Kossman, Sr., of Cleveland, Miss., NADA director for his state and regional vice president.

Milner called on all dealers to rally behind the association's fight to retain their exemption to the minimum wage law.

"The proposed legislation," he said, "is extremely dangerous as far as automobile dealerships are concerned. It is impractical. How can dealers compute overtime pay for salesmen and mechanics?"

"Under some of the proposals, coverage will be based on an annual dollar volume of sales. A franchised dealer selling new cars and trucks will reach this minimum very quickly in the year and comes under the provisions of this proposed legislation. Yet, one of his chief competitors in the service field—the non-franchised so-called 'back-alley' garage—will not be under the

law.

"The most dangerous thing about this proposed legislation, as far as I'm concerned, is the fact that once dealers are under the law the door is wide open for them to be fully regulated as to hours, wages and the other working conditions."

Tampa Forces Labeling Of Business Vehicles

POLICE at Tampa, Fla., are enforcing a newly-enacted city ordinance designed to protect automotive service enterprises, other sales and service concerns and the public they serve.

The law requires that all commercial vehicles be marked with the name of the owner in letters at least four inches high, the type of business, address, telephone number and a city registration number.

City officials emphasized that the law was not passed to annoy or inconvenience legitimate established enterprises, but to protect them and their customers from dishonest wagon peddlers and service operators who appear in Florida in numbers during the winter, usually in door-to-door solicitation with such items as shoddy polish and accessories that won't work.

The imposters use practically all lines of sales and services to defraud their gullible victims.

Some local businessmen were not enthusiastic for the law at first, but

avored it when its purpose was clearly explained and they found the required vehicle signs were effective advertising.

How They Flim-Flam A Load of Parts

A WASHINGTON, D.C., car dealer reported:

A man came to the parts counter and ordered a large quantity of parts. He had with him a helper, who, as the parts were placed on the counter, carried them to a car parked outside. When all the parts had been ordered and the bill presented, he told the parts manager that he wished to check to be sure that everything was in the car. So saying, he took the invoice, went out the front door and has not been seen since.

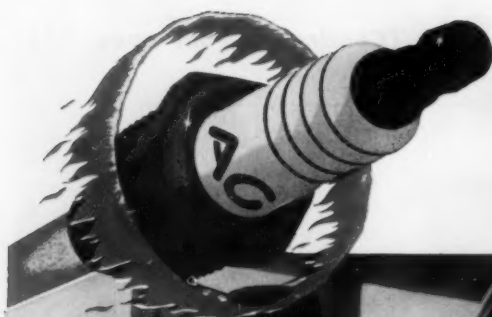
The parts manager that reported this said that other dealers had been "taken" similarly in the past week. One gimmick that is used is to load the parts and then ask for the invoice. In some dealerships, the cashier is at a distance or in another location from the parts room. He takes the invoice and just fails to stop at the cashier's cage. Once again, a free load of parts!

Monroe Gets Underway With Midwest Plant

CONSTRUCTION of a \$3,500,000 plant in Cozad, Neb., to rival its Hartwell, Ga., facility as a producer of shock absorbers has been announced recently by Monroe Auto Equipment Co.

The factory will supplement, not supplant, the company's present manufacturing facilities in Monroe, Mich., and in Hartwell, according to Brouwer D. McIntyre, president. "Its location will enable us to better serve our customers in the Midwest, Southwest and West," he said, adding that his company hoped to duplicate its Hartwell experience in Cozad.

The initial Georgia plant was the same size six years ago as the plant presently being constructed. Its capacity has since been tripled and production is now exceeding 30,000 shock absorbers a day, which is said to exceed that of any other shock absorber plant throughout the world.



more pep

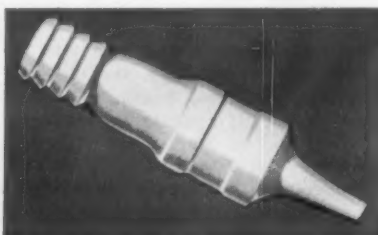
for your customers' cars...



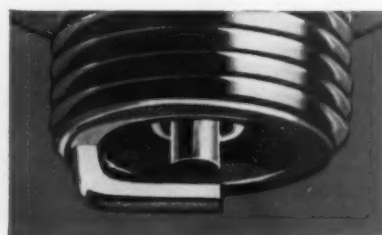
Assure yourself of more sales and assure your customers of more pep and power from their cars—with AC Fire-Rings. They're designed and engineered for long life and top performance. Here's why they're best for replacement for *all* cars, new or old, and best for more sales for you:



AC's Large Scavenging Area—allows self-cleaning of insulator tip for better firing, better gas mileage.



AC's Patented Ceramic Insulator—near-diamond hardness resists breakage; cuts electrical leakage.



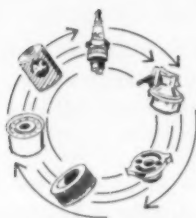
AC's Massive Electrode—operates cooler to last longer, less burning away; needs less gap adjustment.

get the selling edge with

more profit

for your pocket

WHEN YOU SELL AC PRODUCTS—YOUR PROFITS ARE EASIER AND FASTER...HERE'S WHY:



1. AC PRODUCTS TURN OVER FAST

—Over 50 years of quality product development have made AC products the standard for reliability in the industry. In addition, AC products are among the most highly advertised in their field—they move faster! AC's fast turnover spells extra profits for dealers.

2. AC PRODUCTS ARE CONTINUALLY IMPROVED

—AC's vast experimental laboratories are continually seeking ways to improve existing products—and develop new ones. This assured top quality builds confidence with customers and repeat sales. AC has been a leader in the development of major spark plug improvements for the past 50 years. The demand for this superiority means extra income for AC dealers.

AC SPARK PLUG  THE ELECTRONICS DIVISION OF GENERAL MOTORS

Here are some other advantages you get when you stock and sell AC:

- Extensive advertising and merchandising campaigns for top-notch sales support.
- Better profit margins through faster turnover resulting from greater consumer recognition and acceptance.
- Extensive accessory line of the highest quality with complete market coverage.
- Greater replacement potential—because AC products are original equipment on more new cars than any other brand.



profit AChievers!

"Our Switch to Gates Quadrupled Belt Sales"



... put more money in the bank every month!"

says V. L. McAnally — McAnally's Texaco Service

9200 Dyer, El Paso, Texas

"In the ten years I worked in service stations I noticed that the stations which handled Gates sold the most belts and hose.

"So—when I took over here about a year ago, I made the switch to Gates and was able to raise belt sales from only ten a month to 40 a month—and we're still climbing! I credit this to two facts:



That my customers readily accept Gates Belts and Hose, and that my employees are kept on their toes checking belts by the Gates 'Mystery Car Campaign.'

"Together, Gates products and Gates sales incentives mean more money in the bank every month! My men find it easy to sell Gates Belts — and easy to install them, too. I think the Dial Finder is the best sales tool furnished by any manufacturer — and I rank Gates Belts among the five top-profit items I handle."

"Go" Gates for Profit...Call your Gates Jobber Today!

Your Gates Supplier will have a factory-trained Gates Representative install attractive belt and hose displays, clean up your belt and hose stocks, and supply you with a complete set of station-tested Gates Sales Aids. He'll also help you get your present stock in shape for top profits — and you won't lose a penny!

The Gates Rubber Company, Denver, Colorado



World's Largest Maker of V-Belts

Gates Vulco V-Belts & Hose



TPASSS

YOUR PROFITS GROW WHEN YOU USE AMMCO *



OCCUPIES ONLY 3' x 5' AREA

Profit return from Brake-Shop-On-Wheels is far greater per square foot than anything else in your shop.

*** NO. 1 BRAKE SERVICE
EQUIPMENT MANUFACTURER**

■ When you buy an Ammco Brake Shop, you're buying the most popular and easy-to-use Brake Service Equipment available. The Ammco No. 20 Mobile Brake Shop enables you to do complete, accurate, profitable brake jobs . . . it will turn current customers into more profitable customers and will help attract new customers. In addition you'll be personally trained in how to get the most out of your equipment, and available to you . . . a complete merchandising and promotion program to help you get into profitable brake servicing immediately.

- **COMPLETE**—You don't have to buy "extras" to handle everyday jobs.
- **ECONOMICAL**—Pays for itself, plus a profit with only one complete job a week.
- **RUGGED**—Sturdy, precision construction for years of trouble free service.
- **MOBILE**—Do brake work outdoors or anywhere indoors.
- **SELLS** Brake Service. Complete, effective Dealer Promotion Program.

No. 20 Brake-Shop-On-Wheels complete with Drum Lathe, Shoe Grinder, Drum Mike, Brake Hone, and other accessories.

NO DOUBT ABOUT IT



IS THE BUY



Write today to see the industry's most comprehensive merchandising and promotion plan . . . designed to help *your* brake service grow!

*You expect more,
and get more,
from AMMCO*

AMMCO TOOLS, INC.,

2158 Commonwealth Ave., North Chicago, Illinois

CHEVY'S "WALKING WHEELS" RIDE COSTS DOWN FOR OWNERS, RIDE SALES UP FOR DEALERS!!!



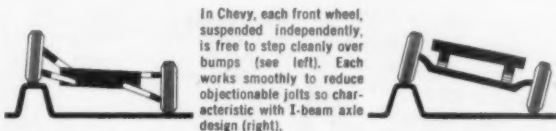
■ A year or so ago, Chevrolet engineers went one up on the industry with a sweeping new design improvement—Independent Front Suspension for the full range of Chevrolet truck models. Here was a truly important innovation, one that has proved its ability to work wonders both for the men who use Chevy trucks and the men who sell them.

The basic idea is so sound that it has all but revolutionized truck performance. Each front wheel is suspended independently by rugged control arms; when a bump looms up, the wheel "walks" right over it. This bump-beating wheel action, virtually the opposite of what is provided by ordinary I-beam axle front suspensions, offers many new benefits to truck users. For instance, most road shocks and jolts never reach the truck chassis, cab or body. The truck rides smoothly, takes less of a beating, stays in cost-saving shape longer. It adds up to important savings on maintenance for the owner.

Furthermore, thanks to those same "walking wheels,"

loads do far less bouncing in the body of a '61 Chevy truck. That means owners are protected from undue cargo damage that can eat away at earnings. And the new design contributes to faster, more profitable schedules, too, because drivers, protected from jolts that cause fatigue, can stay on the job longer.

That's the way Chevrolet truck Independent Front Suspension has been working out for hundreds of thousands of owners all over the country. It has become a real income-booster for these busy haulers . . . and for Chevrolet dealers, too! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



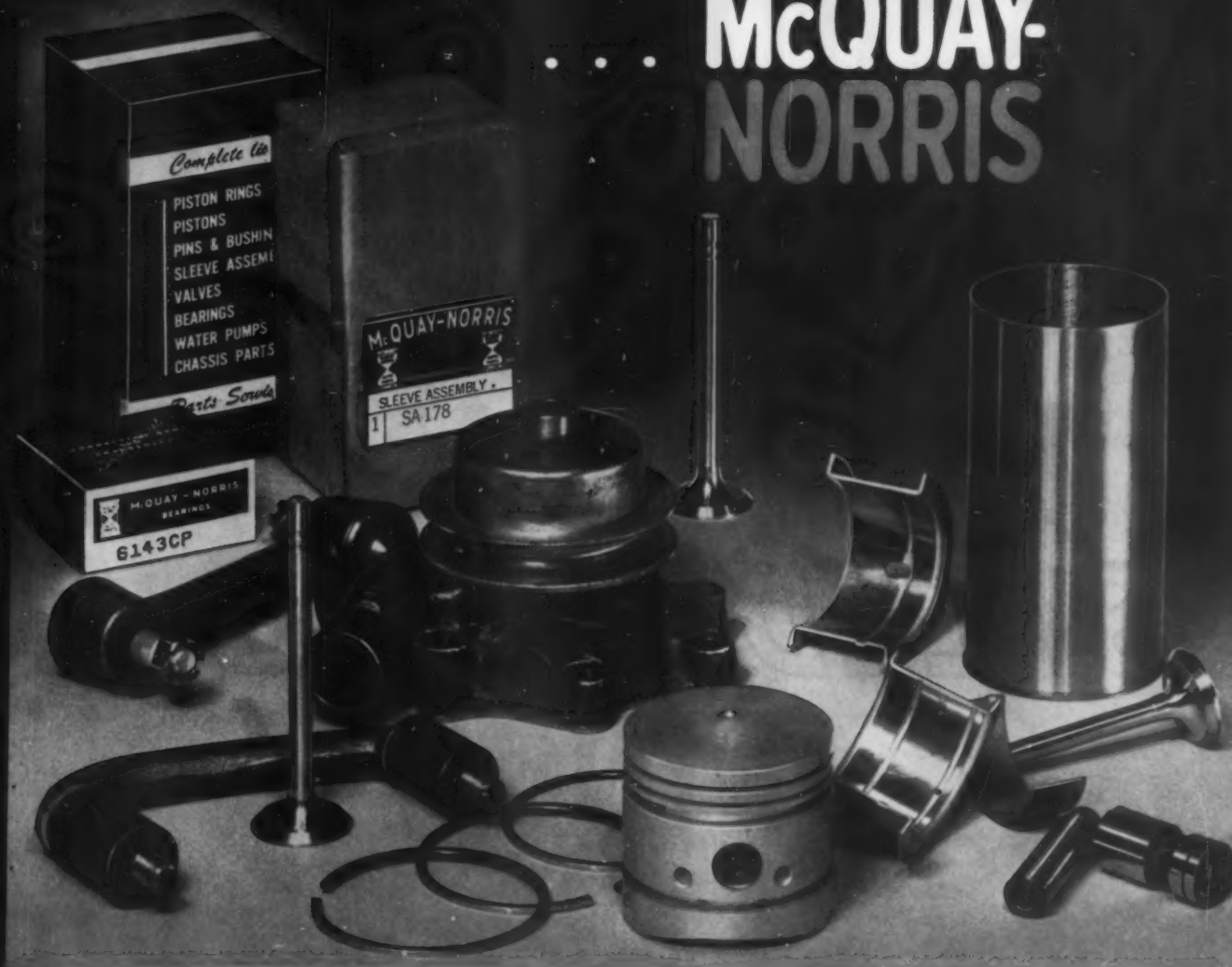
CHEVY IFS TRUCKS

INDEPENDENT FRONT SUSPENSION

THE *Blue Box* LINE

...Your Guarantee
of *PERFECT*
MATCHED-PERFORMANCE

... **McQUAY-
NORRIS**



Rings, pistons, pins, bearings, valve train parts, water pumps, chassis parts? All parts in the McQuay-Norris line—designed and manufactured to the same high standards of quality and precision—are known for uniform performance and

longer service. Your McQuay-Norris Wholesaler is "replacement parts headquarters" to mechanics all over the country who have experienced the satisfaction of working with the McQuay-Norris line. Use them on your next job.

McQUAY-NORRIS MANUFACTURING CO., ST. LOUIS • TORONTO

© 1961 McQUAY-NORRIS MANUFACTURING CO.



**SPECIFY DELCO-REMY
IGNITION PARTS
TO RESTORE
NEW-CAR
PERFORMANCE,
SPEED SERVICE,
INCREASE
PROFITS!**



Here's opportunity for you! A national trade magazine* survey shows that 84% of the cars on the road today need some kind of ignition work. Just take a quick look under the distributor caps of your customers' cars, and when you spot trouble, suggest a complete tune-up—replace worn ignition components with Delco-Remy parts.

Why Delco-Remy? Because they are the *quality* ignition service parts for all popular American cars and light trucks. They're ready to install, and make ignition systems perform like new. And new packages make these Delco-Remy parts easier to stock, identify and sell.

- 1** DELCO-REMY DISTRIBUTOR CAPS are designed and built of highly dielectric, shock and heat resistant materials, and feature voltage-saving internal ribs.
- 2** DELCO-REMY CONTACT SETS are factory-adjusted and aligned for quick, easy installation. Heat-sealed, moisture-proof packages protect contact sets against dirt and oxidation.
- 3** DELCO-REMY ROTORS combine maximum strength with minimum weight and superior balance to assure smooth rotation at slow or turnpike speeds.
- 4** DELCO-REMY CONDENSERS assure correct electrical capacity and resist voltage breakdown. Hermetic seal keeps out harmful moisture, oil, and vapors.

Delco-Remy electrical parts are available at car or truck dealers, or through the United Motors System.

*MOTOR—June, 1959

Delco-Remy electrical systems

FROM THE HIGHWAY TO THE STARS



DELCO-REMY • DIVISION OF GENERAL MOTORS • ANDERSON, INDIANA

PUROLATOR'S

Features this SYLVANIA



**Jewel-like in appearance
...yet packed with power**—this

\$34.95 Sylvania model 4 P19 American-made radio costs you nothing when you buy the 1961 Purolator Bonanza deal.

1961 BONANZA

\$34⁹⁵*

WOW!

Transistor Radio

**Here's all you do to get this
\$34⁹⁵ transistor radio at no extra cost!**

- ✓ Get the Purolator Bonanza assortment of 27 fast-moving filters for \$49.95.*
- ✓ Included right in the same package is your \$34.95* Sylvania radio (and an Eveready transistor battery for immediate play).

Order from your Purolator supplier today... while supply lasts!

*Suggested Prices

"Sylvania" and "Purolator" Reg. U. S. Pat. Off.



The Standard Equipment Line

PUROLATOR

OIL, AIR & FUEL FILTERS

PUROLATOR PRODUCTS INC., Rahway, N. J.; Toronto, Ontario, Canada



new

Completely new, functionally designed merchandising cabinets, handsomely styled to compliment your station. Each cabinet can be locked, features streamlined stock control and can be hung on wall or placed on modern legs. Service stocks are made up of the fastest turn-over items selected to give you quick return on your investment.

all new from **NIEHOFF**...all new for **YOU**...to enable



new T-40 VOLTAGE REGULATOR TESTER

new T-44 COMBINATION DWELL METER-TACHOMETER

new T-45 IGNITION EFFICIENCY TESTER

All new, all the way through . . . from the sleek, modern styling of their durable outer cabinets to their built-in accuracy. This new Niehoff ignition testing equipment was developed to make you and your station a tune-up leader. You'll like their compactness, easy-to-read dials, simple controls, convenient handles, long trouble-free performance.

you to prosper in **TUNE-UP
AND
BRAKE SERVICE**

Read this big

news

- ▶ New modern functionally designed cabinets
- ▶ New testing equipment—with sleek, modern styling, built-in accuracy, quality throughout
- ▶ New service stocks contain only the fastest turn-over items
- ▶ Each part and piece of equipment boasts of Niehoff's unquestionable product quality
- ▶ Niehoff helps you sell your service with banners, posters, decals, signs, charts, manuals, catalogs and bulletins
- ▶ Easy-to-use step-by-step tune-up manual
- ▶ Every assortment has free gift pack that more than covers cost of cabinet
- ▶ Niehoff and only Niehoff has both ignition parts and testing equipment
- ▶ New Brake Service Assortments Too!
- ▶ You're BEST OFF with NIEHOFF
- ▶ Buy Niehoff today. Ask your Jobber for details on Niehoff's exclusive parts and/or equipment assortments or write Niehoff

NIEHOFF

AUTOMOTIVE PRODUCTS

C. E. NIEHOFF & CO.,

4925 W. Lawrence Ave., Chicago 36, Ill.

Branch: 1336 Olympic Blvd., Los Angeles 10, Calif.

Ignition parts for cars, trucks, tractors, industrial equipment, small engines, foreign cars • Ignition Testing Equipment • Hydraulic Brake Parts



Automotive **AIR CONDITIONERS** give your customers *original equipment quality* at low, low cost!

When you handle the famous Eaton Air Conditioners, you can offer your prospects all the customized features that they expect to get only in expensive built-in units.

Eaton Air Conditioners are made and warranted by Eaton Manufacturing Company, pioneer manufacturer of automotive air conditioners and components for original equipment installation. The name "Eaton" helps you sell and helps keep customers sold.

In addition to superior quality and low price, Eaton backs your selling effort with local advertising and sales helps.

NEW 1961 COLOR

Furnished in beautiful Empire Gray, or units can be easily painted to match car interiors.

LIBERAL CO-OP ADVERTISING PLAN

Advertising allowance for local media —newspaper, radio, outdoor boards. Newspaper mats, radio transcriptions, and outdoor paper furnished free.

SALES PROMOTION MATERIALS

Dealer selling aids include a colorful, attention-getting counter display and free descriptive hand-out folders.

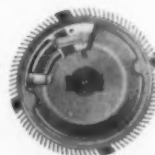
NEW 12-MONTH OR 12,000 MILE WARRANTY

A big selling point. We believe this is one of the most liberal warranty agreements in the industry!

CHECK THESE SALE-CLOSING FEATURES:

- Modern Custom Styling
- Compact Space-Saving Design
- Fast Cooling
- Automatic Temperature Control
- Manual Control for Extra Cooling
- Wide Angle Air Distribution
- Foot-Level Cooling
- Variable Air Flow
- Easy Under-Hood Installation

EATON Tempatrol® Fan Drive



**Thermostatically Controlled
Fan Drive Increases Usable H.P.—
Reduces Fan Noise.**

All air conditioners use some engine horsepower. By automatically cutting out the fan when engine cooling is not needed, the Eaton Tempatrol® Drive saves horsepower to offset that used by the air conditioner. Available with Eaton Air Conditioners as an optional extra cost accessory, the Tempatrol® Drive is an important selling feature.

*For Complete
Information
Write, Wire, or Phone:*

LYNN & BROOKS
3055 WILSHIRE BLVD.
LOS ANGELES 5, CAL.

LYNN & HEMPHILL
2116 N. PEARL ST.
DALLAS 4, TEXAS

AARON & BELL
3272 PEACHTREE RD., N.E.
ATLANTA 5, GEORGIA

ROBERT O. DICKEY COMPANY
3205 WEST 86th STREET
KANSAS CITY 15, MISSOURI

EATON MANUFACTURING COMPANY • Heater Division • Cleveland 4, Ohio

High Heat Capacity, Modern Styling, Low Cost—



make



Automotive Heaters Easy to Sell

Your customers will be quick to see all the custom-design advantages of Eaton Automotive Heaters. Advantages that save space, add beauty, and provide even, quick distribution of warm air for maximum comfort . . . *all at low cost.*

Eaton's compact heater design permits core section to fit out of the way behind the glove compartment. Heavy-duty motor and squirrel cage blower with dual inlets assure ample air movement with silent operation. Outlet louvers are scientifically designed to direct air for best heating efficiency.

With all of these advantages Eaton Automotive Heaters are still priced to sell in competition with any heater on the market. They are backed by a liberal warranty.

See the Complete Eaton Heater and Air Conditioning Line at the IASI Show, Booths 1339—1343

EATON MANUFACTURING COMPANY • Heater Division • Cleveland 4, Ohio

Complete EATON DEFROSTER KITS are easy to install

EATON DEFROSTERS deliver high heat output for fast defogging, defrosting action. Complete kit for quick, easy installation available as optional accessory.

There is a
Complete Line of Eaton Heaters
for Cars, Trucks, and Buses—
in a Wide Range of Prices

MAREMONT PROJECT '61...DELIVERS

The Great Advance in Muffler Quality

NEW

M

THE ALL ALLOY-COATED*

MAREMONT
MUFFLER



Every tube—every support—heads—shells—end tubes . . . now all alloy-coated with the original Maremont coating of aluminum, cadmium, lead and zinc. *

You've never sold a muffler so well protected against rust and corrosion. You've never sold a muffler so easy to install—yet so precisely, so perfectly fitting!

You've never sold a muffler with such a common sense guarantee . . . a guarantee of real benefit to dealer and motorist alike!

You've never sold a muffler with such helpful tools, installation tips, other technical helps. They keep work costs low—profits high!

You've never sold a muffler where high profit for you and highest product quality go so well together!

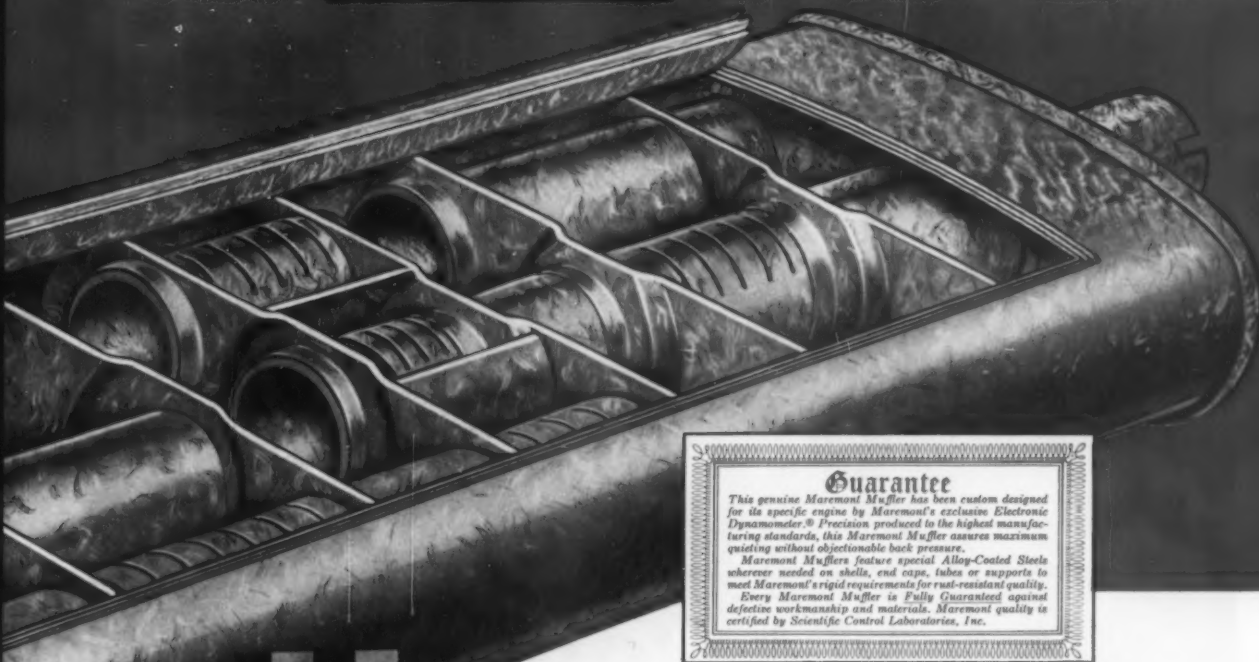
*on all mufflers with critical corrosion applications

the original ALLOY-COATED*

M

MAREMONT

YOUR BIG YEAR IN MUFFLERS!



Guarantee

This genuine Maremont Muffler has been custom designed for its specific engine by Maremont's exclusive Electronic Dynamometer. Precision produced to the highest manufacturing standards, this Maremont Muffler assures maximum quieting without objectionable back pressure.

Maremont Mufflers feature special Alloy-Coated Steels wherever needed on shells, end caps, tubes or supports to meet Maremont's rigid requirements for rust-resistant quality.

Every Maremont Muffler is Fully Guaranteed against defective workmanship and materials. Maremont quality is certified by Scientific Control Laboratories, Inc.

LIFE



POST



YOU'VE NEVER SOLD A MUFFLER SO EFFECTIVELY ADVERTISED TO AMERICA'S MOTORING MILLIONS AND WITH YOU AS THE STAR

First, Network radio, Network TV and now, LIFE, LOOK and the SATURDAY EVENING POST. 76 million readers will be told to rely on you . . . because the man who installs Maremont Mufflers provides the best service in every way!

MAREMONT MERCHANDISING POWER TURNS PROSPECTS INTO PROFITS!

FOR YOUR WINDOW—Colorful 3 x 6 foot clear plastic display.
FOR YOUR CURB—Famous 4 x 6 foot traffic-stopper curb sign.

Plus the industry's most complete assortment of sales aids for you . . . all designed to fit your needs.

GET THE EXCITING NEW GREATER MUFFLER PROFIT STORY FROM YOUR MAREMONT JOBBER!

He has the facts and figures that prove mufflers provide the most profitable 15 minutes of lift time you'll ever know! Call him today.



MARPRO, INC., MAREMONT MUFFLER DIVISION

168 N. Michigan Ave., Chicago 1, Ill.

In Canada: Maremont-Acme Ltd., 207 Weston Road, Toronto, Ontario

MUFFLER *America's most imitated muffler*

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DITZLER SHELF-SHOP MIX.
For the shop with limited shelf space. This compact unit comes in two sections. Requires only 16 sq. ft. of floor space, and wall space just 8 ft. wide and 7 ft. high. Can be used in straight line or in corner.

DITZLER color mixing system cuts costs 4 ways

1. More accurate color mixing
2. Mix only amount needed for job
3. No waiting for needed colors
4. Eliminates costly inventory of half-used and slow-moving colors

• Whether your shop is large or small, you'll find the DITZLER Color Mixing System one of the most profitable investments you can make.

• Constant improvement has placed the DITZLER mixing system far ahead of all other kinds in simplicity, efficiency and accuracy. It gives you 8,000 laboratory-controlled formulas for lacquers, acrylics, and enamels—covering latest models as well as older cars and trucks. Also provides you with formulas for interior colors, im-

ported cars, commercial vehicle fleets, boat finishes, appliance colors, farm machinery, and many others.

• You'll service customers more quickly, match colors more efficiently and accurately—and with less waste.

• Rugged and well-built, the DITZLER Shelf-Shop Mix lasts for years. You'll continue to enjoy the extra profits it makes for you long after it has paid for itself.

• Call or see your nearest DITZLER jobber for details.

Ditzler Color Division, Pittsburgh Plate Glass Company • Detroit 4, Mich. • Torrance, Calif.

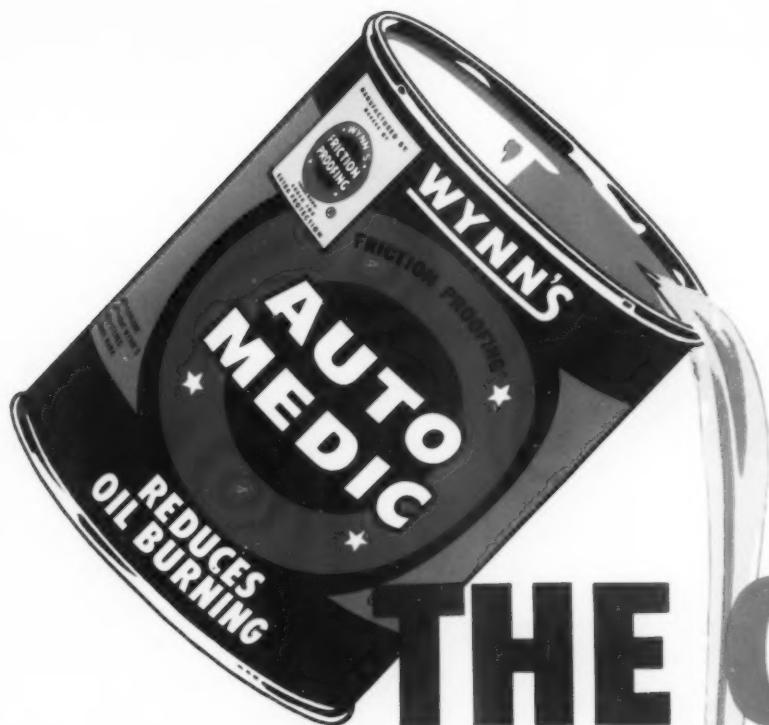


DITZLER®

PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS

P I T T S B U R G H P L A T E G L A S S C O M P A N Y

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED



THE ONLY EASY TO POUR

PRODUCT THAT REDUCES OIL BURNING AND SMOKING!

WYNN'S AMAZING NEW AUTO-MEDIC®

- Reduces oil burning and exhaust smoking better than any other product on the market. Lasts longer, too!
- Improves compression, pep and power.
- Increases gasoline mileage.
- Restores oil pressure.
- Quiets noisy engines.
- Delays overhauls.
- Pours easily—even at sub-zero temperatures, unlike other heavy, gummy products.

NATIONWIDE TELEVISION & RADIO FOR WYNN'S

Wynn's sells your customers hard with a mighty schedule of network TV Sports Spectaculars plus NBC's Monitor radio program.

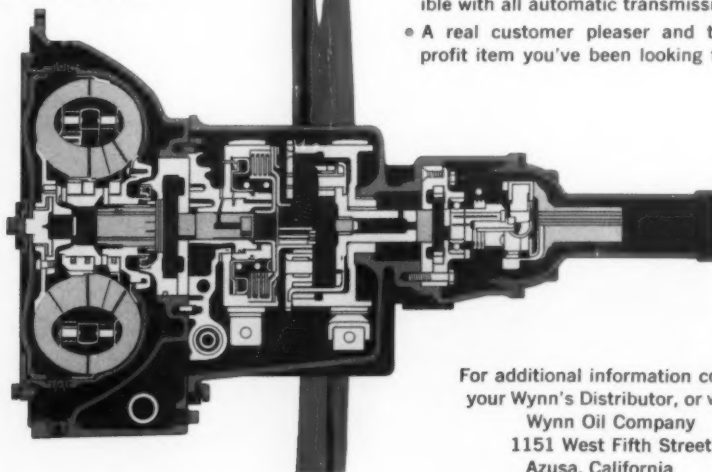
The kick-off was made January 2nd, when Wynn's brought you the "Sugar Bowl" football classic from New Orleans. Keep your racks filled—more sports extravaganzas are on the way from Wynn's.

SEE OTHER SIDE FOR EXCITING NEWS ABOUT ANOTHER GREAT MONEY-MAKER FROM WYNN'S!



ANOTHER FIRST FROM WYNN'S

FROM THE ORIGINATORS OF
STOP-LEAK TREATMENT...
THE ONLY 1-CAN STOP-LEAK
TREATMENT FOR AUTOMATIC
TRANSMISSIONS WITH EXCLUSIVE
SEAL-STABILIZING ACTION!



TRANSMISSION STOP-LEAK

- A single can stops seal leaks in all automatics within 3 days. Smooths rough shifting—speeds sluggish shifting.
- Exclusive stabilizing action revitalizes dry seals, firms softened seals and then stops working when conditions are just right. Other products without Wynn's stabilizing action may keep on working and cause costly damage.
- Contains a red tracer dye which helps locate transmission leaks from sources other than dried, shrunk or overly-soft seals.
- Works with all types of seals and is compatible with all automatic transmission fluids.
- A real customer pleaser and the extra profit item you've been looking for!

For additional information contact
your Wynn's Distributor, or write:
Wynn Oil Company
1151 West Fifth Street
Azusa, California

Charlotte Southern Says:—

" SO IT TOOK
10 STEPS TO **QUALITY**.
WHY SETTLE FOR LESS ? "



10—MATCHED SHOES IN EACH BOX
—Webs, Throats and Anchor Cutouts
checked by gauges.

9—SHOES STRAIGHTENED HOT
—By striking dies
—then chilled.

8—FMS1 NUMBERS THROUGHOUT
—with full Car Data on every box.

7—END-RIVETS ON TRUCK SHOES
—In addition to Bonding
—for added safety.

6—100% DRY-MIX ON TRUCK SHOES
—"Heat-and-Pressure" Linings
—Chip and Fiber Block only.

5—DOUBLE—LOCK BOND®
—Rubber Type on the Shoes
—Resin Type on the Linings.

4—CASHEW BINDERS ONLY
—IN PASSENGER EXTRUDED
—With Minimum Linseed.

3—EXPENSIVE FRICTION DUSTS
—3M'S NCIII Cashew
—Muller's Brass Chip.

2—FULLY-CURED LININGS ONLY
—Final Cure 1¾ Hrs.
—At 375° F. under pressure.

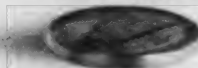
1—COMPLETELY ENGINEERED
—from 6 different linings
—all made by us.



NOW YANKEE GIVES YOU...



Two nickels



In chrome plating, it's what you *don't* see that counts. Now, beneath exclusive Blue-White Chrome, YANKEE plates *two* layers of nickel on copper to build a beautiful, long-lasting finish that will withstand the worst the weatherman has to offer. **WHY TWO NICKELS?** Just as the cross-graining of layers greatly increases plywood's strength, so the *cross-plating* of two nickel layers chemically bonds chrome to base metal with *40% more resistance* to corrosion and pitting. And, as with *every* item in the complete line, you get this extra quality and protection from YANKEE at no extra cost. Ask for complete details on YANKEE "Duoplate" nickel today.



YANKEE METAL PRODUCTS CORPORATION
NORWALK, CONNECTICUT • TORONTO, CANADA

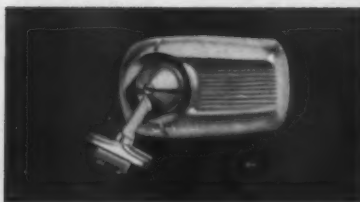
All Yankee Products Are Unconditionally Guaranteed



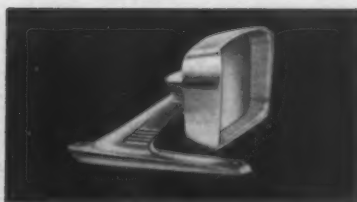
for the price of one



297. NEW APPROACH to safety for station wagons and small commercial vehicles. Rubber channel seals glass in ... moisture out.



460. DOUBLE-DUTY MIRROR cuts inventory in half. Two bases in one package permit mounting on door (no holes to drill), body or fender.



508. COMPACT-CAR STYLING ... big-car visibility ... *all* car value. Visored head protects glass against weather and sun's rays.

RIGERS ENGINE distributors... 693*

ALABAMA:

Albertville—Albertville Parts Co.
Alexander City—Auto Parts Co.
Andalusia—Taylor Parts & Supply Co.
Anniston—Automotive Co.
Model City Parts Co.
Athena—Athena Parts Co.
Auburn—Auburn Auto Supply
Bessemer—Hurry Auto Parts Co.
Birmingham—Alabama Auto Parts Co.
Genuine Parts Co.
Slip's Auto Supply
Butler—Butler Auto Parts
Calera—Campbell Auto Parts Co.
Centre—Cherokee Auto Parts
Childersburg—Campbell Auto Parts Co.
Citronelle—Automotive Products Co.
Clanton—Campbell Auto Parts Co.
Cullman—Alabama Auto Parts Co.
Decatur—Decatur Parts Co.
Dothan—Taylor Parts & Supply Co., Inc.
Eufaula—Eufaula Auto Supply
Fairfield—Slip's Auto Parts
Florence—Automotive Parts Co.
Fl. Payne—Fl. Payne Parts Co.
Thompson Auto Parts Co.
Gadsden—McCleskey Brothers
Swann Parts Co.
Greenville—Taylor Parts & Supply Co.
Guntersville—Auto Parts Co.
Haleyville—Haleyville Auto Parts Co.
Hartselle—Auto Parts Co.
Heflin—Cleburne Parts Co.
Huntsville—Auto Electric Supply Co.
Jackson—Motor Parts & Supply
Jasper—Gaines Parts Co.
Lafayette—Genuine Motor Parts
Leeds—Leeds Auto Parts Co.
Lexley—Griffin Motor Supply
Marion—Marion Auto Supply
Mobile—Davis Motor Supply Co., Inc.
Motor Parts & Supply Co.
Montgomery—Genuine Auto Parts
Motor Parts Co.
Opelika—East Alabama Auto Parts Co.
Opelika Auto Supply
Pell City—Pell City Auto Parts Co.
Piedmont—Piedmont Auto Parts
Prattville—Genuine Auto Parts
Prattville Auto Parts
Prichard—Davis Motor Supply
Motor Parts & Supply Co.
Roanoke—Genuine Motor Parts
Russellville—Automotive Parts Service
Scottsboro—Derrick Auto Parts
Selma—Selma Parts Service Co.
Sheffield—Automotive Parts Co.
Sylacauga—Sylacauga Parts Co.
Talladega—Talladega Auto Parts
Tallahassee—Tallahassee Auto Parts
Tarrant—General Parts
Thomasville—Clark's Parts Service
Tuscaloosa—West Alabama Parts & Supply
Tuskegee—Tuskegee Auto Supply
Union Springs—Genuine Auto Parts
Union Springs Auto Parts
Wetumpka—Turner's Auto Supply
York—Automotive Products Co.

ARKANSAS:

Earle—Standard Parts, Inc.
Helena—Motor Parts Co.
Lake Village—Geyer Supply
Stuttgart—Auto Parts Co.
W. Memphis—Standard Parts, Inc.

FLORIDA:

Auburndale—Christ's Auto Supply
Avon Park—Borger's Auto Supply, Inc.
Bartow—Christ's Auto Supply
Brookville—Standard Auto Parts
Clermont—Standard Auto Parts
Clearwater—Court Source Auto Parts
Cocoa—Cocoa Motor Parts
United Parts Co.
Coral Gables—Trail Automotive Parts
Crestview—Taylor Parts & Supply Co.
Dade City—Standard Auto Parts
Daytona Beach—Motive Parts, Inc.
DeFuniak Springs—Taylor Parts & Sply. Co.
Delray Beach—Vaughn & Wright
Dunedin—H & D Auto Parts
Ft. Lauderdale—Vaughn & Wright
Ft. Meade—Polk Auto Parts
Ft. Myers—Norman Auto Supply
Ft. Pierce—Auto Supply Co.
Vaughn & Wright of Ft. Pierce, Inc.
Ft. Walton Beach—Taylor Parts & Sply.
Gainesville—White Elec. & Bly. Svc.
Haines City—Chris Auto Supply
Homestead—Redland Motor Parts Co.
Immokalee—Norman Auto Supply
Inverness—Lovell Brothers
Jacksonville—Genuine Parts, Inc.
Motor Parts & Supply Co.
Universal Automotive
Jacksonville—Genuine Parts Co.
Jupiter—Vaughn & Wright, Inc.
Lake City—Columbia Automotive Co.
Lakeland—Automotive Supply Co.
Lakeland Motor Parts
Lake Wales—Boyle Auto Supply Co.
Lake Wales Motor Parts
Lake Worth—Vaughn & Wright
Leesburg—C. R. Lovell Auto Supply
Live Oak—Suwannee Auto Parts
Marianna—Kean Auto Parts Co.
Maitland—Genuine Parts, Inc.
United Parts, Inc.
Miami—Berger-Peace Co.
Genuine Parts Co.
Motor Service, Inc.
Trail Automotive Parts of W. Miami
Milton—Milton Auto Parts

Florida (Con't.):

Mount Dora—H & D Auto Parts Co.
Naples—Norman Auto Supply
New Port Richey—P & M Auto Parts
Oakland Park—Vaughn & Wright
Sebring—Bennie's Auto Supply
S. Ft. Lauderdale—Vaughn & Wright
S. Miami—Trail Automotive Parts
St. Augustine—F. H. Rogers Co.
St. Petersburg—Automotive Supply Co.
Stuart—Vaughn & Wright
Tallahassee—Genuine Auto Parts Co.
Keenan Auto Parts Co.
Tallahassee Auto Parts Co.
Tampa—Genuine Parts Co., Inc.
Partaco Automotive Supply, Inc.
Ocala—Lovell Brothers
Okeechobee—Bennie's Auto Supply
Orlando—Ailed Parts Co., Inc.
Miller Machine Co.
Panama City—Taylor Parts & Supply Co.
Pensacola—United Auto Supply Co.
Perrins—Trail Automotive Parts, Inc.
Perry—Perry Auto Supply
Plant City—Plant City Auto Supply
Plant City Motor Parts
Pompano Beach—Vaughn & Wright, Inc.
Punta Gorda—Norman Auto Supply
Quincy—Keenan Auto Parts Co.
Sanford—Sanford Auto Parts
Sarasota—Anderson Auto Parts
Piston Ring & Supply Co.
Tarpon Springs—Peavy's Auto Parts
Titusville—Stradley Motor Supply
Venice—Anderson Auto Parts Co.
Vero Beach—Auto Supply Co.
Wauchula—Polk Auto Parts
West Palm Beach—Vaughn & Wright
Wildwood—C. R. Lovell Auto Supply
Williston—Lovell Brothers, Inc.
Winter Haven—Christ's Auto Supply
Zephyr Hills—Standard Auto Parts, Inc.

GEORGIA:

Adel—Brooks Auto Supply
Albany—Brooks Auto Parts
Keenan Auto Parts Co.
Alma—Alma Motor Parts
Butler Supply Co., Inc.
Americus—Keenan Auto Parts Co.
Ashburn—Brooks Auto Parts
Athens—Anderson Auto Parts, Inc.
Atlanta—Atlanta Motor Parts Co.
Auto Supply & Equipment Co.
Brookhaven Auto Parts
Buckhead Auto Supply Co.
Cascade Auto Parts
Fritton Materials & Parts Co.
Genuine Parts Co.
Max Auto Parts Co.
Morgan Supply Co.
Perrin Auto Supply Co.
Piston Ring & Parts Co.
Power Services Co.
Southern Bearings & Parts Co.
Swanstrom Auto Electric Co.
Verner Auto Supply, Inc.

Augusta—Auto Parts Co.
Bowers Auto Electric Co.
Motor Supply Co., Inc.
Shinner Auto Supply Co.
Austell—Genuine Parts Co.
Bainbridge—Keenan Auto Parts Co.
Baxley—Brooks Auto Parts Co.
Blackshear—Blackshear Motor Parts Co.
Hobbs Auto Supply
Blakely—Keenan Auto Parts Co.
Bremen—Service Supply Co.
Brunswick—Brunswick Auto Parts Co.
The Motor Supply Co.
Buford—Buford Auto Supply Co.
Slack-Butler Supply Co.
Cairo—Keenan Auto Parts Co.
Calhoun—Auto Parts & Equipment Co.
Camilla—Camilla Auto Parts
Canton—B.N. Auto Parts
Carrollton—Flanders Parts Co.
Service Supply Co.
Cartersville—Automotive Supply Co.
Cedartown—Greer Auto Supply
Chamblee—Chamblee Auto Parts
Genuine Parts Co.
Chatsworth—Hart's Automotive Parts, Inc.
Clarksville—Black Cornelia Parts Co.
Claxton—Brooks Auto Parts
Cochran—Brooks Auto Supply, Inc.
Columbus—The Auto Supply Co., Inc.
C & B Parts Service Co.
Commerce—Black Commerce Auto Parts
Cordele—Butler Supply Co., Inc.
Cordele Auto Supply
Cornelia—Black Cornelia Parts Co., Inc.
Covington—Ginn Tires and Parts Co.
Cumming—Black Auto Parts Co.
Cuthbert—Keenan Auto Parts Co.
Dalton—Hart's Automotive Parts Co.
Dawson—Dawson Auto Supply
Decatur—Auto Sply. & Eqp't. Co., Inc.
Decatur Auto Parts Co.
Genuine Parts Co.
Donalsonville—Keenan Auto Parts Co.
Douglas—Brooks Auto Parts
Doraville—Service Supply Co.
Dublin—Auto Parts Co. of Dublin
Duluth Motor Parts
Duluth—Duluth Auto Parts
East Point—Auto Supply & Equipment Co.
Jemine Parts Co.
Eastman—Eastman Motor Parts
Easton—Easton Auto Parts
Elberton—Anderson Auto Parts
Ellijay—Service Auto Parts
Fairburn—Genuine Parts Co.
Fitzgerald—Brooks Auto Parts
Folkston—Folkston Motor Parts Co.
Fort Valley—Graham Motor Parts
Gainesville—Gainesville Auto Parts Co.

Georgia (Con't.):

Glenville—Brooks Auto Parts
Griffin—Moyer Auto Parts, Inc.
Hapeville—Genuine Parts Co.
Hartwell—Anderson Auto Parts Co.
Hawkinsville—Brooks Auto Parts
Keenan Auto Parts Co.
Hinesville—Brooks Auto Parts
Hogansville—Genuine Motor Parts
Jasper—Service Auto Parts
Jepp—Brooks Auto Parts Co.
LaFayette—LaFayette Auto Parts Co.
LaGrange—Piston Ring & Supply Co.
Lawrenceville—Lawrenceville Auto Parts
Lithonia—Genuine Parts Co.
Lyons—Brooks Auto Parts
Macon—Butler Supply Co., Inc.
Motor Parts Co.
Manchester—Manchester Auto Supply
Manchester Parts Co.
Marietta—Automotive Parts Sply., Inc.
B & N Auto Parts Co.
McDonough—Brooks Auto Parts
Metter—Auto Parts & Supply Co.
Milledgeville—Motor Parts Co.
Millen—Millen Auto Parts
Montezuma—Keenan Auto Parts Co.
Moultrie—Briggs Auto Parts
Keenan Auto Parts Co.
Nashville—Brooks Auto Parts
Newnan—Genuine Motor Parts
Newnan Auto Supply
Ocilla—W & B Auto Parts
Pelham—Keenan Auto Parts Co.
Perry—Brooks Auto Parts
Quitman—Keenan Auto Parts
Ridgely—Nelson Sales Co.
Ringold—Auto Parts & Sply.
Rome—Pioneer Auto Parts
Southern Bearings & Parts Co.
Savannah—The Motor Supply Co.
Sparta—Hancock Auto Parts Co.
Statesboro—Statesboro Auto Parts
Summersville—Motor Parts Co.
Swainsboro—Swainsboro Motor Parts
Sylvan—Brooks Auto Parts
Tifton—Fitzgerald's Auto Supply Co.
Sylvester—Brooks Auto Parts
Thomaston—Keenan Auto Parts Co.
Thomastown—Keenan Auto Parts Co.
Thomsonville—Keenan Auto Parts Co.
Tifton—Brooks Auto Parts
Keenan Auto Parts Co.

Georgia (Con't.):

Slack Toccoa Parts Co.
Toccoa—Kyer Auto Parts
Valdosta—R. H. Bassford Automotive Co.
Vidalia—Brooks Auto Parts
Warner Robins—Brooks Auto Parts
Washington—Carter Auto Parts
Waycross—Motor Parts Co., Inc.
Thompeca Motor Supply Co.
Waynesboro—Skinner Auto Supply Co.

INDIANA:

Indianapolis—Eagle Machine Co.

KENTUCKY:

Beattyville—Dependable Auto Parts
Benton—Miller Auto Parts
Berea—Dependable Auto Parts
Bowling Green—Motor Parts, Inc.
Motor & Electric Sply. Co.
Cadott—Murray Auto Parts
Calvert City—Miller Auto Parts
Campbellsville—Motor & Elec. Sply. Co.
Clinton—Duke's Auto Parts
Cortina—Hooper-Graybeal Auto Parts
Elizabethtown—Motor & Elec. Sply. Co.
Franklin—Motor & Electric Sply. Co.
Fulton—Dukes Auto Parts
Glasgow—Glasgow Automotive Supply
Motor & Electric Sply. Co.
Henderson—Motor & Electric Sply. Co.
Hopkinsville—Hopkinsville Auto Parts
J. B. Cook Auto Machine Co.
Motor & Electric Sply. Co.
Louisville—Atlas Auto Parts & Grinding Co.
Madisonville—Madisonville Auto Parts
Motor & Electric Sply. Co.
Middleboro—Tri-State Motor Sply. Co.
Murray—Murray Auto Parts
Mayfield—Automotive Parts, Inc.
Owensboro—Gipe Motor Supply Co.
Motor & Electric Sply. Co.
Paducah—Carter Auto Parts
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Radcliff—New Dixie Auto Parts
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strong offer America's most complete line of engines

Hundreds of jobbers and thousands of shops are making extra profits selling and installing Rogers Remanufactured Engines. Available in 358 models these engines are produced in the world's largest plant devoted exclusively to the production of remanufactured engines. Each is guaranteed by the John Rogers Company with every complete assembly dynamometer tested under full power.

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The Finest Replacement Engine You Can Buy

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Motor & Electric Sply. Co.
Thompsonville—Thompsonville Auto-
motive Supply Co.

LOUISIANA:

Amite—Hime Auto Parts
Covington—Hime Auto Parts
Hammond—Hime Auto Parts
Kentwood—Parker Auto Parts
New Orleans—Genuine Parts Co.
Ponchartraine—Hime Auto Parts
Tulsa—Hime Auto Parts
Tulsa—Auto Supply Co.
Winnabow—Motor Parts and Sply. Co.

MISSISSIPPI:

Aberdeen—Preston Auto Parts
Bay St. Louis—Hime Auto Parts
Bay Springs—Christian Auto Sply.
Biloxi—Standard Parts, Inc.
Bismarck—Motor Parts Co.
Brandon—Brooks Noble Auto Parts, Inc.
Brookhaven—Brookhaven Auto Parts Co.
Canton—Brooks Noble Auto Parts, Inc.
Clarksdale—Gregg Auto Parts
Cleveland—Automotive Parts Co.
Collins—Brooks Noble Auto Parts, Inc.
Columbia—Hart Supply Co.
Corinth—Motor Parts Co.
Crystal Springs—Brooks Noble Auto Parts
Forest—Brooks Noble Auto Parts
Gloster—Parker Auto Parts
Greenville—Goyer Supply Co.
Greenwood—Automotive Parts Co.
Grenada—Automotive Parts Co.
Hattiesburg—Brooks Noble Auto Parts
& Machine Co.
Hart Supply Co.
Hazelhurst—Brooks Noble Auto Parts
Hernando—Standard Parts, Inc.
Inverness—Goyer Supply Co.
Iuka—Motor Parts Co.
Jackson—Brooks Noble Auto Parts
& Machine Co.
Kosciusko—Tabor Brothers Auto Supply

Mississippi (Con't.)

Laurel—Christian Auto Supply Co.
Leland—Goyer Supply Co.
Lexington—Lexington Automotive Parts Co.
Liberty—Parker Auto Parts Co.
Louisville—Taylor Machine Works
Lumberton—Allied Auto Parts
Macedonia—Brooks Noble Auto Parts
McComb—Parker Auto Parts
Mendenhall—Brooks Noble Auto Parts
Meridian—Automotive Products Co.
Milton Supply Co.
Monticello—Brookhaven Auto Parts
Morton—Brooks Noble Auto Parts
Natchez—Motor Parts and Supply Co.
New Albany—Harwell Dist. Co.
Newton—Haley Auto Sply. Co., Inc.
Pascagoula—Standard Parts, Inc.
Philadelphia—Motor Parts & Gear
Pomoteo—Goyer Auto Supply
Prentiss—Brookhaven Auto Parts
Richton—Perry Auto Supply
Starkville—Tabor Bros. Auto Supply Co.
Tunica—Standard Parts, Inc.
Tylertown—Parker Auto Parts
Vicksburg—Auto Supply Inc.
Waynesboro—Wayne Auto Supply
Winona—Tabor Bros. Auto Supply
Woodville—Motor Parts and Supply
Yasoo City—Motor Parts Co.
Yasoo Parts Co.

NORTH CAROLINA:

Ashokle—Rawls & Winstead, Inc.
Asheville—Ritchie Auto Parts
Asheville—Genuine Parts Co.
Belmont—Genuine Parts Co.
Black Mountain—Genuine Parts Co.
Beavard—Hivard Auto Parts
Burlington—Motor Bearings & Parts Co.
Burnsville—Range Auto Parts
Canton—Genuine Parts Co.
Chadbourne—Braxton Auto Parts
Chapel Hill—Southern Parts & Electric
Charlotte—Genuine Parts Co.
Columbia—Hivard Auto Parts
Durham—Motor Bearings & Parts Co.
Southern Parts & Electric, Inc.

North Carolina (Con't.)

Elizabeth City—Motor Bearings & Parts
Elizabethtown—Braxton Auto Parts
Fair Bluff—Scott Auto Supply, Inc.
Fayetteville—Motor Bearings & Parts Co.
Franklin—Black Franklin Parts Co.
Fuquay Springs—Barnes Motor Parts
Motor Bearings & Parts
Gastonia—Genuine Parts, Inc.
Goldboro—Motor Bearings & Parts Co.
Greensboro—Motor Bearings & Parts Co.
Greenville—Barnes Motor & Parts
Co. of Greenville
Hamlet—Auto Parts & Supply
Hendersonville—Motor Bearings & Parts
Standard Motor Parts Co.
Hendersonville—Genuine Parts Co.
Hickory—The Flowers Co.
Jacksonville—MacMillan & Cameron
Mac's Auto Parts
Kannapolis—Motor Parts Service Co.
King Mountain—Goyer Auto Parts
Kinston—Kinston Auto Parts Co.
Lenoir—The Flowers Co.
Locust—Ritchie Auto Parts
Marion—Marion Auto Parts, Inc.
Marshallville—Auto Parts Service
Metairie—Pender Auto Parts
Monroe—Genuine Parts Co.
Mooreville—Motor Parts, Sply &
Ept. Co.
Morganton—The Flowers Co.
Mt. Holly—Genuine Parts, Inc.
Murphy—Black Murphy Parts
New Bern—MacMillan & Cameron, Inc.
Newton—Standard Parts Corp.
N. Kannapolis—Auto Parts & Gear, Inc.
Oxford—Standard Motor Parts Co.
Raleigh—Barnes Motor Parts Co.
Motor Bearings & Parts Co.
Reidsville—Standard Motor Parts Co.
Roanoke Rapids—Harding & Grizzard
Rocky Mount—Motor Bearing & Parts
Ravie & Winstead, Inc.
Salisbury—Houser Motor Parts Co., Inc.
Sanford—Motor Bearings & Parts Co.
Shelby—Dickson Auto Parts
Spruce Pine—Mitchell Auto Parts
Statesville—The Auto Parts & Electric Co.
The Flowers Co.
Sylva—Sylva Auto Parts
Tarboro—Rawls & Winstead, Inc.
Tabor City—Brookhaven Auto Parts
Troy—Ritchie Auto Parts
Valdese—The Flowers Co.
Wadesboro—Wadesboro Auto Supply Co.
Washington—Paul Auto Supply Co.
Waynesville—Dickson Auto Parts, Inc.
Weldon—Harding & Grizzard
Whiteville—Braxton Auto Parts
Wilmington—Mac's Auto Parts
Wilson—Barnes Motor & Parts Co.

SOUTH CAROLINA:

Aberdeen—Anderson Auto Parts Co.
Aiken—Aiken Auto Parts
Thompson Motor Supply Co.
Allendale—Dick's Motor Service
Anderson—Anderson Auto Parts Co.
Scurry & Nixon, Inc.
Beaufort—Beaufort Auto Parts
Thompson Motor Supply
Belton—Anderson Auto Parts
Blahosville—Hapco, Inc.
Camden—Genuine Parts Co.
Charleston—H. Steenken & Co.
Cheraw—Genuine Parts Co.
Chester—Chester Auto Supply
Clemson—Wigginton Auto Parts, Inc.
Clinton—Clinton Auto Supply
Clover—Jobbers Supply Co.
Columbia—Standard Parts Co.
Conway—Conway Auto Parts
Darlington—Genuine Parts Co.
Dillon—Motor Parts & Ept. Co.
Easley—Anderson Auto Parts Co.
Florence—Carolina Auto Supply House
Standard Parts Co.
Gaffney—Gaffney Auto Supply
Georgetown—Georgetown Auto Parts
Great Falls—Jones Auto Parts
Greenville—Batter & Electric Co.
Scurry & Nixon, Inc.
Greenwood—Carolina Tool Co.
Hampton—Brunson Auto Parts
Hartsville—Genuine Parts Co.
Johnston—Auto Supply Co.
Kershaw—Kershaw Auto Supply
Kingstree—Genuine Parts Co.
Laurens—Laurens Auto Supply
Loris—King's, Inc.
Loris Auto Parts
Manning—Dixie Auto Parts
Marion—Service Auto Supply
Moncks Corner—Auto Parts, Inc.
Mullins—Service Auto Supply
Myrtle Beach—Coastal Auto Supply
Newberry—Newberry Auto Supply
Orangeburg—Parts Supply Co.
Standard Parts Co.
Pelzer—Anderson Auto Parts Co.
Ridgeland—Ridgeland Auto Parts
Rock Hill—Bennett Supply Co.
Genuine Parts Co.
Seneca—Wigginton Auto Parts Co.
Simpsonville—Ward's Auto Parts
Spartanburg—Genuine Parts Co.
Sumter—Hapco, Inc.
Summerville—Auto Parts, Inc.
Travelers Rest—Dee Greens Auto Parts
Union—Union Auto Supply Co., Inc.
Walhalla—Wigginton Auto Parts, Inc.
Walterboro—H. Steenken & Co.
Walterboro Auto Parts
West Columbia—Standard Parts Co.
Westminster—Wigginton Auto Parts

South Carolina (Con't.)

Williston—Williston Auto Parts
Winnabow—Fairfield Motor Parts
Woodruff—Darracott Auto Parts
York—Ware's Auto Parts

TENNESSEE:
Alamo—J. M. Collins Auto Parts Co.
Athens—Elder Auto Parts Co.
Bellaire—Motor Parts & Bearings Co.
Bristol—Bristol Auto Parts
Range Auto Parts
Brownsville—Motor Parts & Bearings Co.
Carthage—Carthage Automotive Parts Co.
Chattanooga—Auto Parts & Supply Co.
Hart's Automotive Parts Co.
Sharp Automotive Parts Supply Co.
Clarksville—A & W Auto Parts
J. B. Cook Auto Machine Co.
Cleveland—Hart's Automotive Parts Co.
Motor Parts Corp.
Clinton—Clinton Auto Supply Co.
Collierville—Standard Parts, Inc.
Columbia—Columbia Auto Parts, Inc.
J. B. Cook Auto Machine Co.
Cookeville—Automotive Parts Co.
Copperhill—Service Auto Parts
Crosbyville—Motor Service & Supply
Dickson—D & C Auto Parts Co.
Dover—Murray Auto Parts
Dunlap—Marion Auto Supply
Dyersburg—J. M. Collins Auto Parts Co.
E. Nashville—J. B. Cook Auto Machine
East Ridge—Auto Parts & Supply
Erin—D & C Auto Parts Co.
Erwin—Range Auto Parts, Inc.
Elizabethtown—Service Auto Parts
Fayetteville—City Auto Parts
Lincoln Auto Supply Co.
Franklin—J. B. Cook Auto Machine Co.
Gallatin—Automotive Parts Co.
Harriman—Harriman Automotive Sply. Co.
Hart's Automotive Parts Co.
Henderson—Motor Parts & Bearing Co.
Humboldt—Motor Parts & Bearing Co.
Huntingdon—Motor Parts & Bearing Co.
Jackson—Motor Parts & Bearing Co.
Johnson City—Range Auto Parts
Kingsport—Auto Electric Co.
Knoxville—Black & Co., Inc.
Knoxville Automotive Sply. Corp.
Knoxville Rd. & Bearing Co.
Service Auto Parts Co.
Tennessee Auto Parts
LaFollette—LaFollette Auto Parts Co.
Lawrenceburg—Auto Parts Co., Inc.
Lebanon—Auto Parts & Service Co.
Lenoir City—Lenoir City Supply Co.
Lewisburg—Lewisburg Auto Parts Co.
Lexington—Motor Parts & Bearing Co.
Madisonville—Hart's Automotive Parts Co.
Martin—Automotive Service Co.
Maryville—Blount Auto Supply
Hart's Automotive Parts Co., Inc.
T. C. Drake Auto Parts
McMinnville—J. B. Cook Auto Machine Co.
Memphis—Standard Parts, Inc.
Millington—Standard Parts, Inc.
Morristown—Morristown Automotive
Supply
Murfreesboro—J. B. Cook Auto Machine Co.
Nashville—J. B. Cook Auto Machine Co.
R. H. Chilton Co.
Tenn. Automotive Sply. Corp.
Newport—Newport Automotive Supply
Oak Ridge—Copeland Auto Supply
Oak Ridge Auto Supply
Parsons—Motor Parts & Bearing Co.
Parton—Motor Parts Co.
Pulaski—M. S. Church Auto Parts Co.
Ripley—J. M. Collins Auto Parts Co.
Rockwood—Hart's Automotive Parts Co.
Rutherford—Motor Parts & Bearing Co.
Rutledge—Rutledge Auto Sply.
Savannah—Motor Parts Co.
Selmer—Motor Parts Co.
Shelbyville—Automotive Parts Co.
J. B. Cook Auto Machine Co.
S. Fulton—Dukes Auto Parts
S. Pittsburg—Marion Auto Sply. Co.
Springfield—Automotive Parts Co.
Tiptonville—J. M. Collins Auto Parts
Trenton—J. M. Collins Auto Parts Co.
Tullahoma—J. B. Cook Auto Machine Co.
Waverly—Motor Parts & Bearing Co.
Winchester—Cumberland Motor Parts Co.
Winchester Auto Supply Co.

VIRGINIA

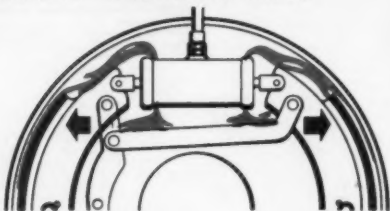
Buena Vista—Rockbridge Auto
Parts Corp.
Charlottesville—Motor Specialty Co.,
Inc.
Danville—Auto Specialty Co., Inc.
Motor Parts & Equipment
Emporia—Harding & Grizzard
Franklin—Franklin Auto Supply
Fredericksburg—Richmond Auto Parts
Kilmarnock—Richmond Auto Parts
Lexington—Rockbridge Auto Parts
Soy.
Lynchburg—Southern Parts & Bearing
Co.
Martins—Grisson Motor Parts
Newport News—Fred T. Glee Co.
Petersburg—Richmond Auto Parts
Richmond—Motor Parts Co.
Richmond Auto
Roanoke—Shepherd's Auto Supply
Smithfield—Franklin Auto Supply
Staunton—Colner Parts Co.
Waynesboro—Augusta Auto Parts Co.

(As of Jan. 23, 1961)

FOR BEST RESULTS..... on vehicle whenever



Brake jobs that do not include wheel cylinder inspection and service are only half-safe—AND HERE'S WHY:



If a worn cylinder is not repaired or replaced, brake fluid may leak out, causing:

1. Dangerous loss of brake fluid and loss of pedal.
2. Fluid-soaked lining, causing brakes to grab dangerously or pull to one side.



You're always right with the Quality Line

Wagner® Lockheed®

the best known—and most trusted name in brake service products

LOCKHEED BRAKE PARTS, FLUID, BRAKE LINING and LINED BRAKE SHOES • AIR HORNS • AIR BRAKES • TACHOGRAPHS

check all wheel cylinders worn brakes are relined!

When replacements are needed, use **Wagner® Lockheed®** **BRAKE PARTS**

unsurpassed for restoring original braking efficiency

Why let your customers be only half-safe?

Just because a car owner says "Reline the brakes"—why do only that? Spend a little time making a safety-check.

It may disclose that other parts, such as cylinders, need to be replaced to make a job safe—instead of only "half-safe."

Your customers place their safety in your hands when they come to you for brake service. They depend upon *your choice* of brand of products needed for service.

For safety's sake—standardize on Wagner Lockheed. You're always right with this quality line.

Wagner® Lockheed® Brake Parts Fit Right—and function correctly. This is possible because they are manufactured by the

same machinery—to the same specifications—as Wagner parts used for O. E. M. (Original Equipment Manufacturer) needs.

Line is Most Complete on the market... includes master and wheel cylinders, repair kits, pistons, springs, washers, cups, hose and all related items for every make and model vehicle.

Quickly Available from your Wagner Distributor who also supplies Wagner Lockheed Brake Fluid, Brake Lining and Lined Brake Shoe Sets.

BECOME A FRANCHISED DEALER

of Wagner Lockheed Products... gain special advantages. Learn how easily you can qualify... ask your Wagner Distributor, or write us.



FREE... Request a copy of Catalog AU-500. It covers complete Wagner Lockheed line of brake parts, fluid, and lining. This offer holds good until our supply of catalogs becomes exhausted... better act NOW!

Wagner Electric Corporation

6362 PLYMOUTH AVENUE, ST. LOUIS 33, MO., U.S.A.
(Branches in principal cities in U.S. and in Canada)

Please mail us a FREE copy of Catalog AU-500 on the Wagner line of Hydraulic Brake Products.

NAME

FIRM NAME

ADDRESS

CITY & STATE

WP61-1

ELECTRIC MOTORS • TRANSFORMERS • INDUSTRIAL BRAKES



YOU'RE LOOKING AT

COMPLETE IGNITION CABLE COVERAGE FOR 197 CARS

There's a lot you'll like about this new Autolite system for packaging new "balanced resistance" ignition cable. The most obvious difference is twelve part numbers, just twelve boxes on your shelf give you complete coverage of all popular models.

This means you save valuable shelf space. And using the easy selection chart you can assemble the right set for any car in less than a minute.



AUTOLITE

WIRE & CABLE DIVISION • TOLEDO 1, OHIO

Inventory and ordering are simple, fast. The same investment gives you twice the coverage, many times the flexibility of the old type box-a-car systems. Handy Select-O-Lenth boxes have knock out centers, permit finger tip part selection. Why fight a losing battle by doing things the hard way? Take the easy way out. Autolite Supermarket Packaged ignition cable. Available now.



NEW PRODUCTS — complete range of mats from popular universal twin sets to custom-fitting one-piece mats for all standard and compact cars.

NEW DISPLAYS — new Master Wheeler completes the selection of sales-producing merchandisers for every display and space requirement.

NEW PACKAGING — colorful new self-selling cartons for Rubbermaid's complete line picture in-use identification.

Be sure you see...be sure you sell...

Rubbermaid®

... of course!

AUTOMOTIVE DIVISION • RUBBERMAID INC. • WOOSTER, OHIO

Go **THOMPSON PRODUCTS**

all the way!



**Original Equipment
Experience
pays you an
extra profit on
every car
you service**

Every mechanic, every shop owner and manager in the automotive repair field knows that a satisfied customer means additional business, *additional profits*. And the way to build customer satisfaction is by restoring original performance standards to every car you service.

Profit-wise repair shops don't gamble. They depend on Thompson Products original equipment precision parts for every engine, automatic transmission and chassis replacement because Thompson parts produce a better profit. They save expensive man hours! They fit right, speed re-assembly, require minimum break-in time, deliver long trouble-free service after the customer leaves their shop.

For the best one-stop service in the replacement field—see your local Thompson Products distributor, today.



Thompson Products

Replacement Division

Thompson Ramo Wooldridge Inc.

Cleveland 3, Ohio





WHO BUT THE LARK DEALER CAN OFFER THE WHOLE WIDE WORLD FOR A FEW DOLLARS?

Who but the Lark Dealer has compacts with this unique new Skytop... in four models?

Who but the Lark Dealer can offer a compact convertible, *too*?

Who but the Lark Dealer has the new 113 in. wheelbase luxury compact with almost as much useable room as a Cadillac?

Who but the Lark Dealer has compacts in both 2 and 4 door wagons, 6 or V-8?

Who but the Lark Dealer can make *every* prospect happy with not 2, not 4, not 5, but 7—count 'em—7 body styles?

Nobody, that's who!

GROW ALONG WITH THE COMPACT MARKET—
TAKE FULL ADVANTAGE OF THE TREND
BY SELLING THE FINEST.

THE '61 **LARK**² BY STUDEBAKER

ASK FOR THE DETAILS OF OUR SPECIAL NEW DEALER ASSISTANCE PROGRAM

Dealer Development Division, Studebaker-Packard Corp., South Bend 27, Ind.
Gentlemen: Please send me the facts—in strictest confidence—no obligation.

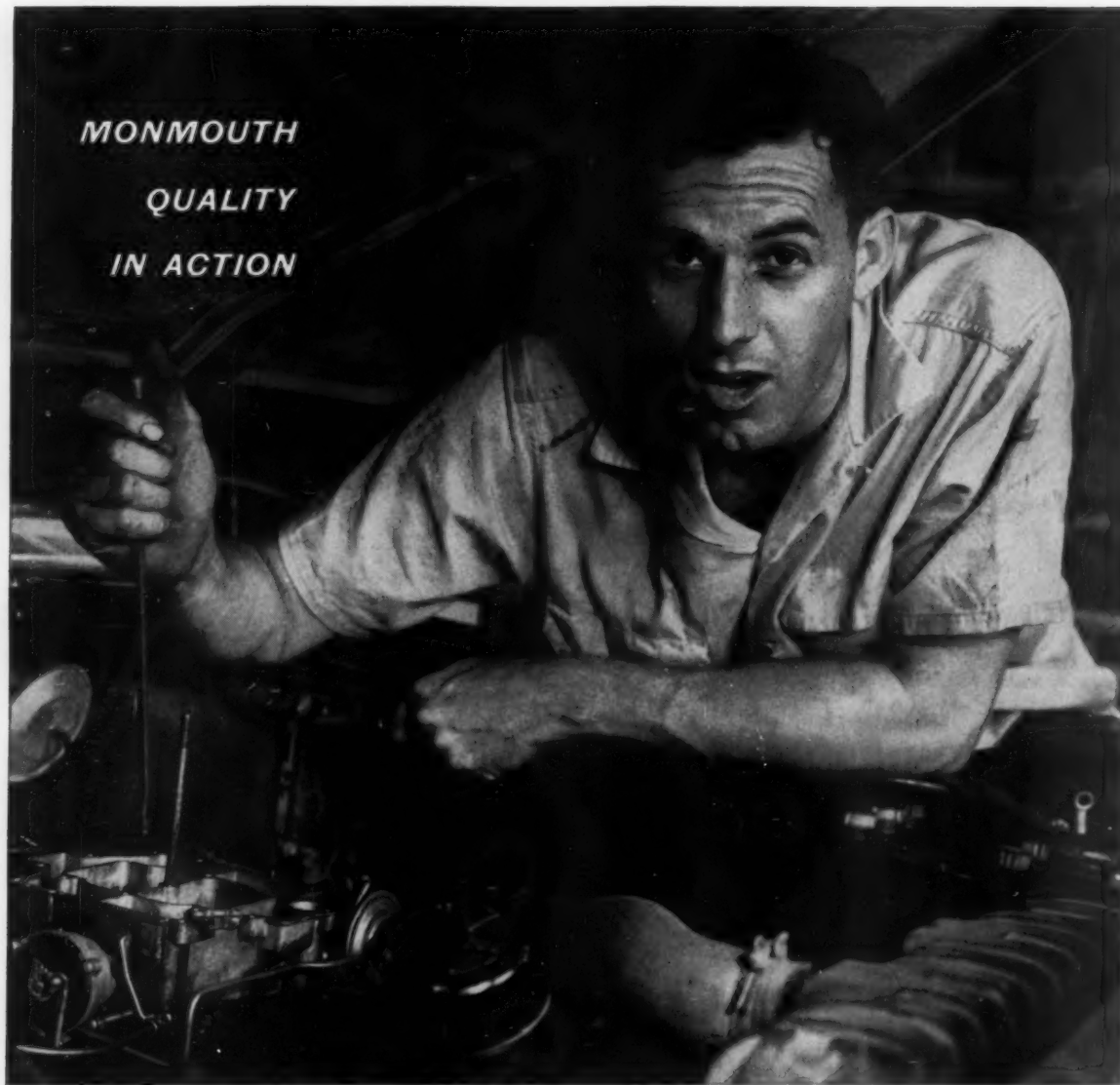
NAME _____ POSITION _____

FIRM _____ ADDRESS _____

CITY _____ STATE _____

SAJ 2-61-17

**MONMOUTH
QUALITY
IN ACTION**



"Bearings? We've always used Monmouth..."

... as far back as I can remember. My father was in business here for 38 years and you might say that I grew up with Monmouth. Our reputation for quality work means a lot to us. That's why we've stuck with Monmouth—they always give us a good performance."

For quick service on top-quality bearings call your nearby NAPA jobber. He has the complete line of Monmouth bearings backed by Monmouth service.

says John Robinson, Owner
Robinson's Auto Repair Shop
Jackson, Mississippi

MONMOUTH Engine Bearings

CLEVITE SERVICE: Cleveland Graphite Bronze • Division of Clevite Corporation • Cleveland 3, Ohio



NEW AC MARINE SPARK PLUG TWIN-PAC and DISPLAY RACK



THE FASTEST WAY TO MORE MARINE SALES and PROFITS

This year over six million owners of outboards will be in the market for spark plugs. AC's exclusive new Twin-Pac will help you get a bigger share of this tremendous market.

AC's waterproof Twin-Pac contains two AC Marine Spark Plugs covered with individual, tough plastic shells. It's the practical way to buy—because most outboard engines require at least two spark plugs! It's the profitable way for you to sell—because the easy storing Twin-Pac invites the purchase of a spare set!

With AC's new Twin-Pac Display Rack, customers sell themselves! The rack holds up to 40 fast-selling Twin-Pacs. There's a handy specification sheet under the Twin-Pac Display Rack "header" for customers to find the correct spark plug for their outboard engine.



Get an early start on the boating season. Order AC's new SPM-85 Marine Spark Plug Promotion Package. It includes 24 Twin-Pacs of AC Marine Spark Plugs, the new Twin-Pac Display Rack and colorful promotion banner. AC spark plug types included cover 86% of all outboards. Order now from your AC supplier.

AC SPARK PLUG  THE ELECTRONICS DIVISION OF GENERAL MOTORS

MORE POINT-OF-SALE PROMOTION FOR YOU FROM





foam

Why foam means fade — All shock absorbers, including the new improved Columbus, cushion road shock by using a valved piston acting against a column of fluid. If the piston meets only light fluffy foam, instead of vastly more resistant fluid, control turns to mush. A hop, skip and jump ride results.

is
fine
here...

but in a shock absorber

foam means fade



get the **BIG DIFFERENCE** — get...

only **COLUMBUS**^{*} full-time Shock Absorbers **FIGHT FOAM** **ALL** **WAYS**

Ordinary shocks foam, fade, lose control—Ordinary shocks have an air reserve at the bottom and sides of the fluid-filled working chamber. Each up stroke of the piston sucks air into this fluid, causing foam. And mounting this fluid chamber to the road-pounding wheels shakes all the fluid all the time, means more lost control.

Why Columbus gives full-time control—Only patented Columbus has the air reservoir above the fluid—keeps fluid and air apart so they can't mix. Only Columbus mounts "heads-up"—with the fluid chamber on the smooth-riding frame, not the bouncing wheels. And Columbus' exclusive design fights foam in other important ways too!

BRAND "A"
(Premium Duty)



BRAND "B"
(Heavy Duty)



BRAND "C"
(Regular Duty)



COLUMBUS



For the first time you can see what actually happens inside a shock absorber after it heats up as in operation on a rough road. Here are *unretouched high speed photographs* of three leading competitive brands† of shock absorbers compared to the new, improved Columbus.

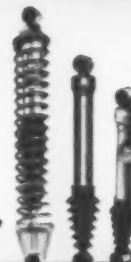
Clear plastic shells were added to the shocks (all for the same popular make and model car) and all were put on the same laboratory cycling machine

which simulates actual road conditions. All were subjected to the same treatment for the same length of time. As shown by the high speed photographs above, the fluid in all three competitive shocks turned to foam. Only the Columbus fluid remained foam-free, guaranteeing your customers the full-time comfort, control and safety of a constant fluid cushion. Register with your wholesaler as a Columbus Shock Specialist today!

*As advertised in *The Saturday Evening Post*

†Shocks used were purchased on the open market in June of 1960.

Level-ride
Luxury-ride
Velvet-ride



FULL-TIME COLUMBUS SHOCK ABSORBERS

THE COLUMBUS PARTS CORP. DEPT. 102 • 1801 SPIELBUSCH AVE. TOLEDO 1, OHIO / A SUBSIDIARY OF THE AP. PARTS CORP.

NEW FRAM *WEAR*

PROVED GREASE

IN ENGINE

SINCE DETECTION



Fram research has developed a new technique to assure that all Fram Filters measure up to Fram's top quality standards. The pleated fiber in new Fram "Wear-Guard" Filters is impregnated with an exclusive resin 282-RD which assures product uniformity and maximum filtering ability of every filter that comes off the Fram production line.

Tests show new "Wear-Guard" construction traps up to 40% more dirt than any other filter tested! Guards engines against unnecessary wear...stops fuel waste!

Here is one of the most significant filter improvements in a decade! Tests by the most modern methods known — including radioactive tracer techniques — prove new Fram "Wear-Guard" Filters will keep car engines safer than any other filters tested!

The secret is in construction. Thousands of tiny filter pockets are packed inside Fram "Wear-Guard" Filters with new pleated fiber. These tiny pockets hold up to 40% more dirt than was previously possible.

-GUARD FILTERS TEST ADVANCE PROTECTION RGENT OILS!

Along with the new "Wear-Guard" process, Fram Air Filters are flameproof to reduce danger due to backfires. By trapping more dirt, Fram Air Filters extend engine life, as well as delivering maximum gas mileage.

Because of the extra margin of safety and the unequalled quality built into every Fram Filter, you'll find more car manufacturers equip their 1961 cars with filters made by Fram than any other filter!



YOUR FIRST LINE OF ENGINE PROTECTION

FRAM CORPORATION, PROVIDENCE 16, RHODE ISLAND



Radioactive tracer techniques—one of the newest uses of nuclear physics in industry—were used in tests to determine the increased efficiency and superiority of new Fram "Wear-Guard" Filters.

FRAM
OIL AIR FUEL WATER
FILTERS

OLDSMOBILE OPENS THE DOOR TO FLEET SALES IN '61!

*Another reason why
it's better than ever
to be with
Olds!*

F-85 

**HOT NEW NUMBER
IN THE LOW-PRICE FIELD!**



F-85 DE LUXE 4-DOOR SEDAN

Now Oldsmobile dealers can compete — car for car, feature for feature, dollar for dollar — with cars in the low-price field for profitable volume fleet sales! The all-new F-85 is every quality inch an OLDSMOBILE! Built for those who want *something better* in a smaller car, this new Olds has the performance and *prestige* that salesmen like! It delivers the smooth performance that only a full eight-cylinder engine can give . . . meets fleet requirements for comfort, handling ease, solid reliability . . . and outstanding fuel economy!

**FULL LINE OF
FULL-SIZE OLDSMOBILES
FOR COMFORT...PRESTIGE
...HIGH RESALE VALUE!**

This year, Oldsmobile dealers are "getting in the door" to new fleet accounts with the F-85! And they are *selling their bigger, medium-priced models in greater volume than ever* to these new customers! In Oldsmobile's full-size '61 models, fleet buyers have found the answer to executive requests for cars that are comfortable, roomy, economical, have a high resale value and upgrade the driver! When you sell Oldsmobile, you cover the fleet field!



DISTINCTIVE NINETY-EIGHT TOWN SEDAN

OLDSMOBILE DIVISION, GENERAL MOTORS CORPORATION, LANSING, MICHIGAN



DUANE (LEFT), WALTER AND DON LONGACRE, FREMONT, NEBRASKA

"Our gallonage has almost tripled since we went with Texaco in 1951. That goes for our TBA and service business, too. People like Texaco Products. Our Texaco credit card sales alone are about \$1,500 a month. And, we like to do business with the Texaco people — they are cooperative and always ready to help. It has paid us well to sell the best — Texaco."

WHY THERE'S A PROMISING FUTURE WITH TEXACO

Here are 6 reasons why Dealers and Distributors grow with Texaco.

1. The best retailer policy — Texaco

helps its Dealers. 22,502 Dealers have been with us for more than 10 years.

2. Texaco is jobber-minded. *Proof:* 842 Consignees and Distributors have been with us over 20 years, some over 45 years.

3. The best opportunity to cash in on "touring" business — because when Texaco customers are touring they like to stop at Texaco stations. This means you have more than 40,000 other Texaco Dealers helping you.

4. The best customer credit card—in fact, the only petroleum credit card honored under one sign throughout the entire United States, and in Canada, too.

5. The best national advertising program, year after year . . . constantly selling Texaco Products and Dealer service. The best sales promotional material to help build customers.

6. The best petroleum products, known and accepted nation-wide. Continuous research and development insure that Texaco will always have outstanding products.

TUNE IN: TEXACO HUNTLEY-BRINKLEY REPORT — MON. THROUGH FRI., NBC-TV. ALSO — METROPOLITAN OPERA RADIO BROADCASTS ON SATURDAYS.

SALES MANAGER, TEXACO INC. SAJ-2
135 EAST 42nd STREET, NEW YORK 17, N. Y.

I would like to get complete information about the possibility of teaming up with Texaco as a: ☐ Distributor ☐ Consignee ☐ Dealer (Some investment is required)

NAME _____

STREET _____

CITY _____

STATE _____

PHONE _____

----- **TEXACO INC.**

Stick with the Three R's for **MORE SERVICE SALES**

REPLACE WITH ROCHESTER RELIABILITY

Performance keynotes the Rochester-GM Service Line . . . stronger sales performance with more service orders and sharper performance in the cars you service. You will build customer satisfaction for more repeat business, too.

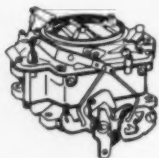
Backing up this performance is an old word with a most modern General Motors meaning: Reliability. Rochester Carburetor replacements—and the entire Rochester-GM Service Line—are built to go all the way, to perform as they are supposed to perform. Stick with the Three R's for more service sales.



GENERAL
MOTORS

Rochester Reflects Reliability

NEW UNITS



When your customer needs a replacement carburetor, make it a new Rochester-GM Carburetor. It's number one for original equipment and features the very latest engineering advances to give GM cars up-to-the-minute performance. It's engineered, manufactured and tested to the highest standards—and easy to sell at a new low price!

SERVICE KITS



If your customer is not ready for a replacement carburetor, you can give him top service and help yourself to a better business with the fast-moving Rochester-GM Service Kits. You can perform overhauls or quick carburetor cleanouts with the Overhaul Kits, Off Kar Kits and Kleanout Kits. They all mean better carburetor performance.

ROCHESTER CARBURETORS



America's
number one
original equipment
carburetors

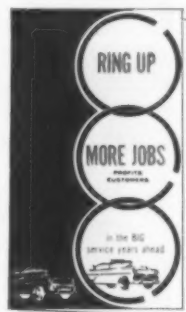
try the piston ring set* that's exciting to sell...

*

MUSKEGON "ENGINE-DATED" SETS

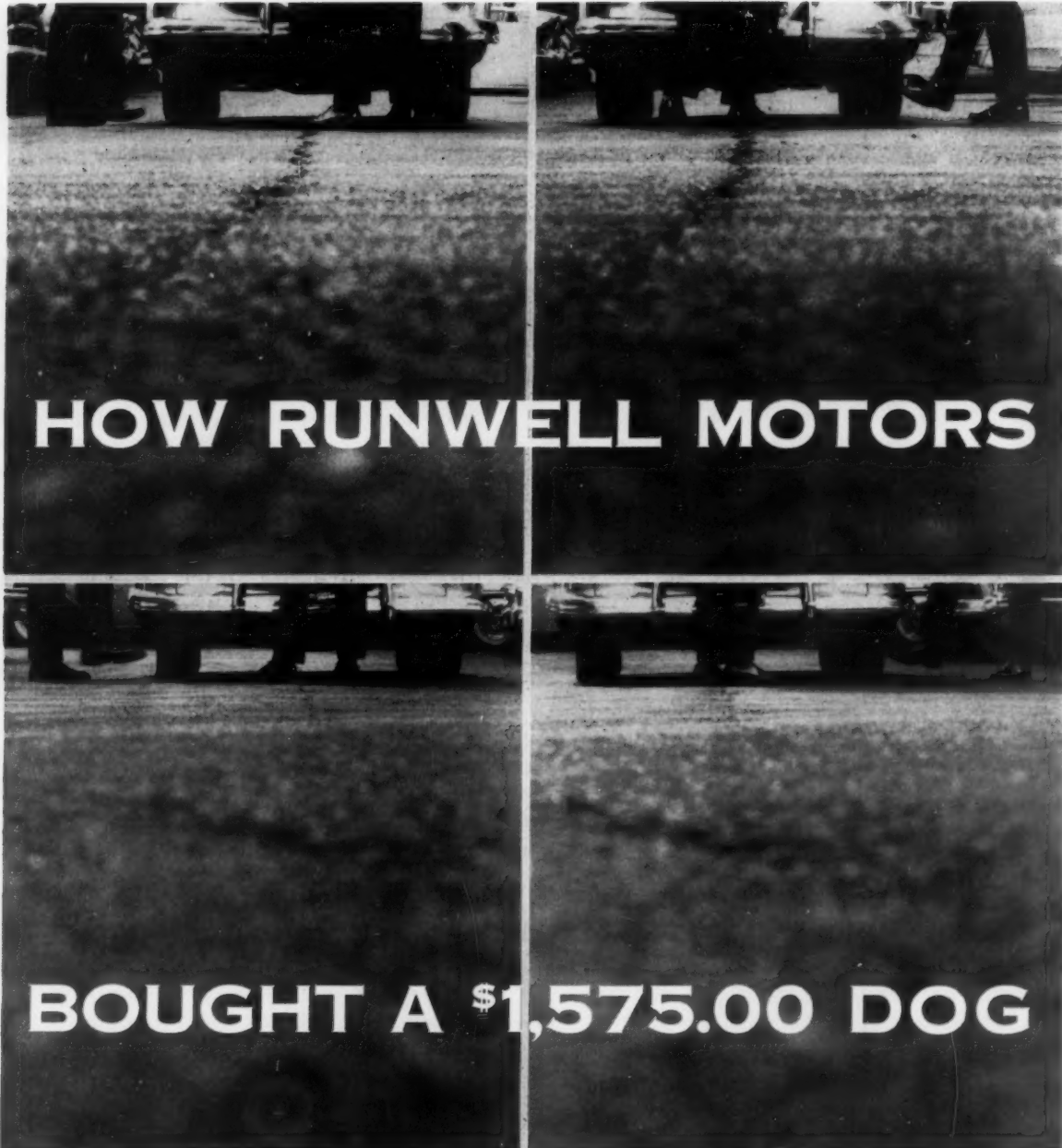
make faster, easier sales for you. When you sell and install an "Engine-Dated" set, you know you're installing the very best combination of rings ever developed for the particular engine into which they're going. There's no guesswork on your part as to what grade you should install...you install only the very best. You and your customers get important savings too, from the distributing economies accomplished by Muskegon. Individually packaged with easy-to-follow instructions-that save work and assure the right installation every time. "Engine-Dated" sets deliver peak performance...that's why Muskegon has been the engine builders' source since 1921 and why more than 1 out of every 3 new cars is equipped with Muskegon.

JUST TRY THEM ONCE AND YOU'LL SEE WHY "ENGINE-DATED" SETS ARE EXCITING TO SELL...A PLEASURE TO INSTALL. Request This Fact-Filled Booklet. Six easy-to-read pages tell about the "Booming Engine Repair Business Ahead" and how "Re-Ringing Leads to Related Sales." Ask your Muskegon jobber for a FREE copy or write us direct!



PLANTS AT: MUSKEGON
SPARTA • CHICAGO

The industry's source—original equipment and replacement—for Piston Rings and Transmission Parts



HOW RUNWELL MOTORS

BOUGHT A \$1,575.00 DOG

AND HOW IT COULD HAVE BEEN AVOIDED

What do you give a man for a good-looking used car? By the time this fellow—"The Shopper"—hit Runwell Motors with his trade-in, he'd been to three other agencies and worked his allowance up to \$1400. The salesman at Runwell did a little quick footwork (all four tires turned out to be new), stuck his head in the window and counted the seats (2), straightened his tie (blue), coughed (nerves), and allowed The Shopper fifteen-seventy-five. The deal was made.

They had to leave the car out that night, because the transmission wouldn't handle that sharp little rise leading into

the shop, and a small puddle under the pan the next morning led them to a slight wound in the block. And a quick alignment check of the frame explained the need for new tires. And even if the car had been 100% sound, the deal was still a profit-killer.

HOW DID IT HAPPEN?

Sloppy appraisal. Nothing more, nothing less. Profits are made and profits are blasted with the appraisal. Can it be whipped? You bet it can. In our February issue of *Profit Pointers* we go into appraisal in detail—all the do's and don'ts

are there plus some concrete ways to handle this kind of buying and do it profitably. We publish once a month, and every issue has a feature of genuine worth. If you'd like a copy, write us or contact your Associates representative, and we'll be delighted to put you on the list. It's part of the extra service we give at The Associates.

THE ASSOCIATES
INVESTMENT COMPANY • South Bend, Ind.
Associates Discount Corp. • Associates Discount
(Canada) Ltd. • Emmco Insurance Company



**OUR
COMPETITORS
WILL
NOT
LIKE
THIS**



You, however, will be our life-long friend. Reason? Nifty little box shown above. Introduces a delightful new method of stocking replacement coils. Buy just one counter-sized box, you've got solid coverage of more than 1500 different automotive, marine, industrial and farm applications. How easy can it get?

What's the secret? New Autolite Universal Ignition Coils. Three coils are all it takes for coverage. What kind

of coils are they? Genuine oil-filled ones. All fully guaranteed. The kind of coils you can sell with confidence.

So that you can have a complete coil inventory on the counter, we pack the coils four to a display box. Two of the six-volt type, two different 12-volt types in each. Packed complete with application data. Better order a box. Come to think of it, while you're at it, better order several. They won't last too long.


AUTOLITE
SERVICE PARTS DIVISION • TOLEDO 1, OHIO

Presenting...



Permite Preferred Cylinder
Sleeve Assembly—cylinder
sleeve, piston, pin and rings.

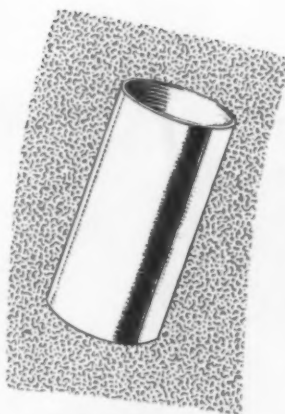
A Complete Line of **CYLINDER SLEEVE ASSEMBLIES**

Unmatched in HEAVY DUTY SERVICE!

***Precision-Engineered—
Performance-Tested***

Permite Preferred Cylinder Sleeves are centrifugally-cast and made from a special iron alloy to produce maximum hardness, with the lowest wear factor. All sleeve assemblies are equipped with individually engineered chrome piston rings.

To save time and trouble, and to insure the highest degree of performance, order the matched assembly consisting of cylinder sleeve, piston, pin and rings. A wide range for all heavy duty service, including a special line of Hy-Power sleeve assemblies for tractors, is offered in the complete line of Permite Preferred Parts. The name Permite has meant quality since 1921.



Permite Dry Sleeves

Permite Dry Sleeves are uniformly machined for easy installation and long life.



Permite Wet Sleeves

Permite Wet Sleeves have uniform wall thickness essential to even heat distribution.

*The Most Complete Line of Engine and Chassis Parts Available . . .
Bearings, Pistons, Cylinder Sleeve Assemblies, Valves, Water Pumps,
King Bolt Sets, Tie Rod Ends, Drag Link Assemblies,
Spring Bolts and Shackles, Stabilizer Links, Ball Joints,
Front End Suspension Parts . . . Today's Bigger and Better
Line of Permite Preferred Parts. Call Your Jobber!*

ALUMINUM INDUSTRIES, INC., Cincinnati 11, Ohio
In Canada—**BWH SERVICE PARTS LIMITED**, Merritton, Ontario
Warehouses In—Toronto • Montreal • Vancouver • Edmonton



Permite preferred

by vehicle manufacturers / car and truck dealers / garage and service men / fleet operators



NEED A HAND TOOL?
CALL YOUR **Blackhawk** JOBBER!



THE NEW BRITAIN MACHINE COMPANY
NEW BRITAIN • CONN.

These famous Tools really put you in business and make certain you'll make money in today's automotive service and repairs. Ask your Jobber to show you the many new, time-saving Tools in this great Line that are actually designed around your job! Remember, the cost of Tools you use in your work is deductible from your income tax.

Blackhawk
HAND TOOLS



A BARREL OF PROFIT!

Get this NEW Demonstrator FREE—buy Monro-Matics by the Barrel!

Now, a great new idea to help you sell shock absorbers like you've never sold them before! Packed in a steel barrel that doubles as a hard-working display are 14 of the most popular Monro-Matic shocks and 4 Monroe Super Load-Levelers. Fastened to the underside of the barrel lid is a shock absorber demonstrator. Flip the lid, weight the barrel with sand or water, and the demonstrator is ready to clinch many a sale for you! **DON'T MISS OUT ON THIS ONE!** See your Monroe jobber now!

BD-18 Assortment { 14 Monro-Matic Shock Absorbers
4 Super Load-Levelers

Your selling price \$228.20

Cost \$140.90

YOUR PROFIT \$87.30

FREE

\$10 Shock Demonstrator
\$ 5 Painted Barrel Test Stand
2 Shock Absorber Window Banners
2 Load-Leveler Window Banners
10' Plastic Outdoor Banner
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SIOUX CITY, IOWA, U.S.A.

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From to in a Small Dealership



A ten-unit car display was accommodated when the gas pumps were removed.

THE automobile dealer teetering perilously between a red and black balance on his profit and loss statement should reach out for an exchange of ideas with other dealers.

He should talk out his problems as a member of his trade association and circulate at conventions for the purpose of learning what to do.

A business consultant should be engaged to survey his operation.

Action at once is imperative. Delay may mean continuing decline.

In '58 we were operating in the red. Realizing how difficult it is to be objective about your own operation, we sought practical ideas among other dealers to bring our operating practices more realistically into line with changing trends. We recognized that we needed a sound analysis of overhead to determine the relation of non-productive costs to return. The steps we took were culled from the many approaches we learned from dealers who had tried and found them profitably workable.

Reviewing our expenses item by item, we were shown that we were top-heavy in supervision. For example, it was pointed out to us that

By **WILLIAM R. MATTHEWS, JR.**

Secretary-Treasurer
Parkway Chevrolet, Inc.
Front Royal, Va.

we had a non-working body shop foreman supervising three personnel.

Placing the body shop under the service manager, we dropped \$360 monthly from our payroll. Increasing the responsibilities of the service manager, we raised his monthly wage by \$20. A non-producing assistant in the service and parts departments who helped mechanics and obtained parts was replaced with a part-time high school student Saturdays and after-school. A savings of \$30 a week was effected.

Salary supervision costs for non-productive personnel thus dropped for a typical month from \$712.49 in August '58 to \$490.67 for August '60.

In February '59 we introduced a 50-50 flat rate in the mechanical shop. Our five mechanics had been on weekly salary with a 40% incentive after they had doubled their wages in customer labor. There was some uneasiness and reluctance on the part of the mechanics to ac-

cept flat rate, a fear their earnings would decrease.

Today they would not go back to weekly salaries. The earnings of one mechanic have gone up to \$105 from a former \$75 a week, \$92 from a former \$65, and \$86 from a former \$65.

Five mechanics on flat rate are turning out more customer labor than six did formerly. Service absorption is uniformly higher month for month than in '58. Customer labor gained monthly in '60 over '59, with gross profit in the service department maintained despite the staff reduction of one mechanic and one supervisor.

Flat rate did not work out at all in the body shop. Tested for three months the 50-50 plan failed, because jobs like wrecks take several days. Back on straight salary, the body shop personnel are happier.

During '59, the first year of overhead reduction, we saved \$12,665 in total operating expenses over '58. During '60 we continued to watch expense items closely and cut where we believed neither production nor sales would be affected.

We spent \$1,000 less on newspaper, radio and direct-mail advertising during '60 than in '59, although



A portable frame machine kept profits at home. Earlier this kind of work had been farmed out.



The author believes a small-town dealer must spend a fourth to a third of his time talking to shop customers.

Another in SAJ's Series on Slicing Overhead, Raising Profit

we sold more cars. Our '60 advertising bill ran \$2,311 as against \$3,168 in '59. The results have led us to question the significance of advertising in car sales.

An investment of \$600 in a portable frame machine has kept profits at home on this type of work. Formerly farming out framework, we now do our own customer labor at \$7.50 an hour.

To increase the efficient production of our men, we tried to make changes that would save them time and steps. We relocated the service manager's desk, placing it in proximity with the parts department. Now parts and service managers coordinate their work more satisfactorily with a minimum loss of time. To save minutes we reorganized our parts bins so that fast-moving items like points, plugs, condensers, etc., are up front and quickly accessible, and bulky items like mufflers, tailpipes, etc., are in the rear.

To maintain a steady flow of incoming cars to the shop for inspection by our mechanics, we took on a part-time follow-up clerk who notifies service customers of due lubrications and oil changes. The need for routine preventive maintenance on customer cars has kept shop production turning over.

A wise move we made was dispensing with our gasoline pumps. The newly-available space provided for the display of ten cars fronting the street. Since we rid ourselves of the pumps, we decreased paperwork on accounts receivable, eliminated competition with our own customers and gave our service and parts managers a breathing spell from the insistent demands of gas customers for prompt service. We also rid ourselves of the seven-day responsibility for gasoline pump attendance, end-of-the-month gas shortages, etc.

Here's a move we made that any dealer can adopt and anticipate savings:

We called in a business consultant to review our insurance. Eliminating superfluous insurance like glass breakage, for example, where none had occurred in years, and overlapping insurance, we are saving \$61 yearly. Many a business operation has accumulated insurance over the years without close analysis and may find itself overloaded.

We are ahead of the national averages in car financing and car insurance from 14% to 100%. While the current report for '60 gave control of retail sales by all dealers at 39.8, we at Parkway stood at 92.3.

We attribute our outstanding success to the stress we place on using our monthly budget plan on accounts receivable for bills of \$150 to \$250, the budget deal by the finance company, or borrowing from the bank with an endorsed note. Suggesting any one of these plans has reduced our past-due accounts by 25%. I should add that we encourage financing and insurance volume on new- and late-model used cars by paying our salesmen \$5 for each successful transaction per sale—\$10 if they obtain both financing and insurance.

By and large, I would say that overhead reduction can work well only if a dealer has good relations with his employees and customers. Despite changes and modifications we have employee stability and virtually no labor turnover among mechanics—some mechanics with us since the '30's and '40's, including our service manager, who has been with us since '44.

As for customers, I believe, the small-town dealer has to give one-fourth to one-third of his time daily in the service department waiting on the public. He has to be on hand to drive a customer to work whose car is in the shop, or give his personal interest to the customer who has a complaint.



Modern, heavy-duty, 10W-30 grade oil meets the engine manufacturer's requirements for both the SAE 10 (winter) and SAE 30 (summer) grades.

Remember: Lubricants Are Engineered, Too

By E. S. HARRIS

THOSE who were around during World War II may recall the great public interest in the newly-developed, go-any-place Jeep. The man in the street couldn't at that time lay hands on one of these glamorous little vehicles unless he was also chosen to wear a government-issued suit of clothing, but it didn't keep everyone from dreaming about when perhaps he might drive a Jeep.

Naturally the newsreel cameramen had to serve public interest, so they would frequently request "action" shots of the new vehicle at work. Equally "naturally" the G.I. or civilian tester chosen to demonstrate to Mr. Public what his tax dollar was buying, wanted to make a good show of the agility and sturdiness of his iron steed—and that he'd do. Any news shot or newsreel displayed to the public that showed a Jeep with its wheels on the ground instead of flying through the air was strictly not

"hip."

To the man in the street this may have seemed to be a harmless little bit of byplay, but to the military it was a great big pain in the neck. For newspapers, magazines and newsreels were also available to the serviceman, and he, being young and impressionable, "naturally" decided that he was missing a bet by driving his Jeep on the ground and through water as authorized, when flying it would be so much more fun, and faster, too.

Needless to say, casualty to man and Jeep was considerable throughout the armed forces. Airborne Jeeps, it was found, had a way of landing wrong side up or of damaging their "landing gear" in actual practice.

Automotive servicemen have also been plagued by misunderstood publicity in the lubricant field, and if we read the stars and promotional ads correctly, we may again be heading for the point in a cycle of

lubricant economizing which will bode no good for many a chassis friction point and engine bearing.

Mr. and Mrs. Public have a way of making a quick decision before they hear the whole story. And right now the decision may be to save a buck on lubricant and lubrication even if the economizing occurs in a vehicle not designed for or not operated in a manner where skimping on lubricant can be tolerated.

The serviceman cannot face this threat with the authority to "bust" or ground the driver who is damaging his own vehicle. His only weapon is a good knowledge of the lubricant subject and the time to sell the facts to the misinformed, and try to get them sold before the fairy tale that lubricant money is wasted money has cost more than the drivers can afford.

The first step is to unsell any idea they have that since certain chassis lubrication points need not be lubricated on certain makes of cars, that it is therefore necessary to lubricate these friction points on their car. Even the younger drivers should be able to recall that the number of lubrication points has been reduced on many automobiles in the last few years.

They merely have to be shown that certain friction points weren't simply overlooked or that the manufacturer failed to provide them with a lubrication fitting. The fact is that a change in design either did away with that friction point, or that some rubber or plastic bearing was installed to absorb the movement without a lubricant requirement.

Now that they read about certain automobiles which don't require lubrication for 30,000 or 100,000 miles, or for the life of the vehicle, it can be pointed out that the same provision was made for the remaining few lubrication points on these foreign or domestic cars. They either made use of nylon, rubber, composition or plastic bearings, which are not lubricated, or they have sealed in a long-wearing lubricant so it will not wash away or become contaminated. Conventional lubrication points will still require periodic lubrication on their own cars—as in the past.

Probably no liquid in the history

"Probably no liquid in the history of man has been subject to more fables and old wives' tales than engine oil."

"Any way you look at it, there is no engine 'part' or 'unit' more important than the oil which is added to the crankcase when the engine is buttoned up. So it is highly important that the mechanic inform himself on this carefully engineered unit as well as he does on the bearings, rings, valves and springs that he builds into the job."

of man has been subject to more fables and old wives' tales than engine oil. Some of these myths have gained such strength through retelling that even mechanics become mystified and may be guilty of passing on misinformation, or possibly are "conned" into using inferior products—or over-using good products to the detriment of their workmanship.

When an engine is overhauled, the mechanic is very choosy about the parts he installs. He knows that a couple of bucks saved on an inferior part can cause hundreds of dollars in damage to other parts depending on it. So he is not about to be trapped into that false economy.

Any way you look at it, there is no engine "part" or "unit" more important than the oil which is added to the crankcase when the engine is buttoned up. So it is highly important that the mechanic inform himself on this carefully engineered unit as well as he does on the bearings, rings, valves and springs that he builds into the job.

For some reason it is easier to understand (and believe) the composition of the metallic engine parts than the composition of the engine oil. But engine oil is as carefully compounded and tested as any other part in the assembly—possibly more so. Many years ago the engine oil's function was little more than to lubricate moving parts and possibly help provide a seal with the piston rings. Since then the oil's job has become increasingly complex, and the oil has been developed step by step to meet each problem that improved engine design posed for it. It is now a highly complex mixture that has but little in common with the oil of yesteryear.

But let it be remembered, for all the various additives developed and compounded into this super-lubricant, to date they have not yet discovered and added the "everlasting" element, and to use an oil beyond its useful life is no more sensible than driving on a tire that has worn

beyond its useful life. The risk overshadows the possible economy.

Let's take a look at the "parts" that go to make up the oil "unit" of the engine. First off, it's got to have viscosity, which is merely its resistance to flow and it increases to some extent as temperature drops. In the U. S. the viscosity is usually determined with a Saybolt Universal Viscometer, which measures the time in seconds required for a given quantity of oil to drain through a standard-size hole at some fixed temperature.

The viscosity of engine oil is very important, since a slow-flowing oil requires considerable time to reach bearing parts and rubbing points and the result is more actual wear to the metal parts than they'd receive in thousands of miles of normal driving. On the other end of the scale, a light, fast-flowing oil does not have enough viscosity to

prevent wear at high summer temperatures.

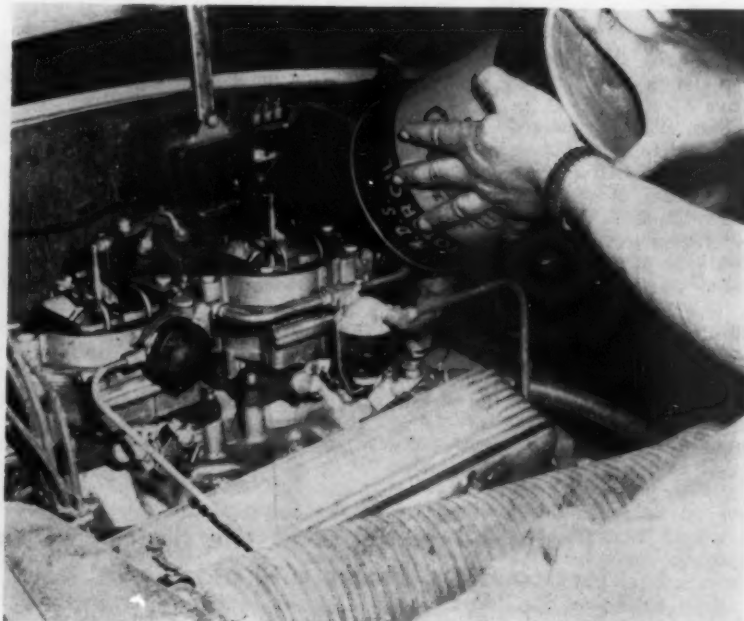
Simple reasoning would indicate that all rubbing parts must be separated from each other by an unbroken film of oil, regardless of load, speed, or temperature. This would indicate a different grade oil for each season. Recently the multi-grade oils have been developed to a point that one grade oil can cover the operating temperature field and the burden of choice is not necessary.

Oil, like many metals, will slowly burn or "oxidize" when exposed to the oxygen in the air, some types being more susceptible than others. And putting oil to work in an engine exposes it to its own natural weaknesses, resulting in oxidation, since oil oxidation is speeded up, either or both, by increasing the oil temperature, or by contact with such common oxidation catalysts as metallic copper, iron, lead and zinc.

Of course, at any temperature below the actual flash point of the oil, this oxidation is incomplete, hence such partial oxidation products as carbon, oil varnish or lacquer and various organic acids are formed. These products may act as oxidation catalysts themselves, which further accelerate the problem.

To top it off, the smaller the quantity of oil and the longer it is subjected to these conditions, the more rapidly oxidation progresses.

Oil should be drained and replaced before its protective additives are exhausted and its capacity to remove and retain fuel contaminants is exceeded.





Filters are a potent help in removing harmful accumulations from engine oil.

The mechanic need not be reminded of the results of oxidation of engine oil since he's observed the many stuck parts, clogged oil passages and corroded-away bearing alloys caused by the products of all oxidation.

The following deliberate and haphazard steps have been found to prevent the evils of oxidation:

- 1.—Use of modern "heavy duty" oils (API service classifications MS, DG, or DM) which contain anti-oxidant additives.
- 2.—Regular oil drain periods of reasonable length.
- 3.—Oil temperatures in prevalent short-trip modern driving, despite small crankcase capacities, rarely reach high enough temperatures to encourage oil oxidation, which is pure luck.

All mineral base oils (as well as most liquids of comparable viscosity) have an inherent tendency to pick up air bubbles when agitated and thereby form air foam. (Don't jump to the conclusion that a few bubbles on the dipstick or a whitish appearance to drained oil is an indication of foaming.) Since foam is a compressible mixture, it is a poor lubricant with little load-carrying ability and therefore causes bearing failures and inoperative valve lifters. The air contained in the foam expands with heat and forces itself out of crankcase breathers, resulting in oil loss. And the presence of so much air mixed

in the oil promotes oxidation of the oil.

The best "heavy duty" oils are treated to increase their ability to resist foaming, but the following situations or mechanical problems can induce foam:

- 1.—Too high oil level.
- 2.—Floating oil pump intake stuck above oil level.
- 3.—Air leak into oil pump intake.

4.—Open oil pump pressure regulator valve.

Whereas oil oxidation is discouraged, since engine temperatures rarely climb high enough to promote it due to modern short-haul drives, these low engine operating temperatures tend to encourage carbon and sludge. A warm engine is efficient enough to burn most all of its gasoline in the firing chambers to form steam and hot carbon dioxide gas which blasts out through the exhaust system without leaving residues.

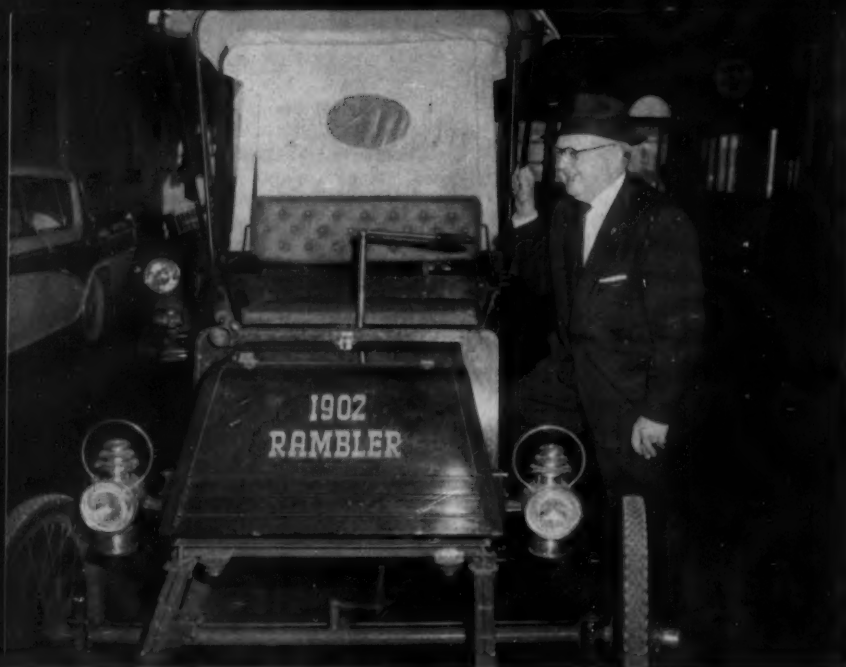
A cold engine is far from its normal efficient self. Only part of the fuel fed to the firing chamber is burned, with the resulting quantities of water, fuel soot and carbon, fuel varnishes, liquid fuel itself, plus some lead salts which are formed and partly retained.

The damage done engine performance and economy by firing-chamber deposits and to the working parts by sludge, acids and varnish is well known. Oil filters give a big assist toward removing these harmful accumulations, and regular drain periods periodically dispose of these undesirables. But further help is required, and even though mineral oils have some natural detergent-dispersant ability, the refiner must greatly reinforce these properties in true heavy-duty oils (API service classification MS or higher) by the addition of complex chemical detergent-dispersant additives.

(Continued on page 102)

"Can't you keep track of your time like the rest of us, Jones?"





He used to do it, but the author hasn't sold many of these lately.

Dealer's Business Volume Is Big Difference Today

By **ROY A. CRUZE**

President, Knoxville Motor Co. (Rambler), Knoxville, Tenn.

AS I STEPPED into a 1902 Rambler model on display at our building, I thought of the changes which have come in the automotive business during the last 40 years.

The old model itself, typical of those of the old days, is a contrast to the 1961 models on our sales floor. And there's been a big change, too, in the way cars are sold and serviced.

Actually, our franchised dealership is starting its 46th year this January. My uncle, John Cruze, and four other men started the company in 1915—each putting \$1,000 into it.

When I started with the company in 1927, I first worked as a salesman, on a straight 5% commission on the dollar difference between trades. That was really more liberal than some of the ways nowadays. Lots of new cars are sold now that a dealer doesn't make 5%, much less the salesman.

We have a harder time today hiring the caliber of men we got back in those days. Competition is keen

and profits short. So it takes an extra good man to make a living selling cars now.

We train some new ones and try to get experienced salesmen, too. We put an ad in the paper and get many responses, but few can qualify for the job.

Back in the old days, 40 years ago, we didn't need as many salesmen as today. We had four or five good men who qualified for the job.

The principle today and then is about the same—not a great deal of

difference. Now a dealer tries to do a volume business on short profit. The volume of business being done today is the biggest difference.

If a dealer in metropolitan areas can't get volume today, he has a pretty rough time in making any money. You've got to have volume today to do business. The country has grown so, though, that it is easier to get volume now. Everybody has a car, and some have two or three cars. When I started out, many got their first automobile.

Another reason today for volume is the down payment and monthly requirements are not as strenuous as when I first started selling cars on time. In the early days, most people wouldn't even buy a car that way and banks wouldn't finance an automobile. People either paid cash or the dealer would have to finance the car.

Now all the banks and others are trying to get in on the financing of cars. Practically all banks compete with the finance companies today. It has brought the interest rate down.

Forty years ago, people who bought cars were those who were better paid. Now the low-paid too buy cars, of course.

We carried all our own paper until the banks crashed in 1929.

The only thing that kept us in business during the depression was that we had about \$175,000 worth of notes from people who had bought cars. We lost money for two or three years during the depression. If we had not had those notes we would probably have gone out of business.

It is easier today for a young man to get into the automobile business than back in those days. The factories are making capital loans to young men. They would rather have a young man who has to get out and work than a man who has it made.

In Nashville is one of the most successful dealerships in Tennessee. That's the way he started in business. They are in a minority so far,
(Continued on page 108)

The Author: A Veteran's Veteran

Roy A. Cruze is a widely known veteran automobile dealer who has received many honors. He is president of the Tennessee Automotive [Dealers] Association, a member of the Tennessee Automobile Commission, a member of American Motors' Dealer Advisory Council representing the Cincinnati zone and area chairman for the National Automobile Dealers Association.

He heads what is reportedly the oldest Nash dealership in the world. His firm was started by five men with \$5,000 in January 1915.



This was the opening session of the mid-year board meeting.

IGOA Plans Upward

By **BARON CREAGER**

Southwestern Editor

IT is essential that IGOA acquire a total of 20,000 members at the earliest possible date, Executive Director Ralph H. James told the mid-year meeting of members of the national board, executive directors, state managers and others in Tulsa Jan. 12, 13 and 14.

He also proposed a month-long membership campaign each year to be observed by every local unit to expedite attainment of such a goal, which would involve an increase in membership of several times.

At this meeting the board took no final action, but received a number of proposals, some of them highly controversial, all intended for betterment of an organization which still suffers from growing pains. Among the most significant proposals from committees received were these:

- 1.—Rotate mid-year meetings to the sites of International Automotive Service Industries Shows, holding such meetings prior to or following shows.

- 2.—Work with car dealers and others to establish a nominal charge for repair estimates following accidents.

- 3.—Eliminate discounts on parts to insurance companies.

- 4.—Employ more manpower (and womanpower) for national headquarters.

- 5.—Execute a five-year contract

providing an annual \$600 increase in salary for Executive Director James.

A total of 120 registration badges were used at the meeting, but many of these went to state and local officers who had no vote, to wives and to observers from state and local organizations, always welcome because such observation helps sell IGOA back home. Of the 38 states in which IGOA is organized, 21 were represented and certified by the cre-

dentials committee: Arkansas, Arizona, California, Colorado, Georgia, Illinois, Iowa, Kansas, Kentucky, Louisiana, Michigan, Mississippi, Nevada, New Mexico, North Carolina, Ohio, Oklahoma, Pennsylvania, South Carolina, Tennessee and Texas.

Most of the convention action developed in the final business session on Saturday afternoon, Jan. 14, when committee chairmen paraded to the rostrum with their reports.

Ira Saks reported for the advisory council, which is composed of selected allied members with the immediate past president of IGOA as chairman. Saks said some statements on discounts and price fixing that have appeared in local and state bulletins were out of order. He suggested a guide as to what is and what is not permissible for publication to be distributed by national headquarters.

For the committee representing executive directors and state managers, Harold Grindle, executive director for Ohio, recommended that all new programs of IGOA be cleared through the legal department.

It was this committee that proposed that "we provide more manpower in national headquarters, which will require more dues." In activating this particular program, the committee advised that IGOA should "list our needs and spell out the benefits to result."

(President Art Kittell said later that although the committee apparently recommended an increase in dues, the intent of the committee was to produce more revenue from existing dues for national headquar-

President Art Kittell of IGOA (left) and Cliff Storey of Perfect Circle Corp. hold a plaque stating the IGOA code of ethics. A duplicate plaque will be presented every member of IGOA free by Perfect Circle, with supervision of distribution under IGOA's control. The IGOA board accepted Storey's offer with thanks.





Members present of the advisory council, composed largely of allied members, in session at the mid-year meeting were (l. to r.): Cliff Storey of Perfect Circle Corp., Ira Saks, executive director of the Ignition Manufacturers Institute; Fred McWhorter of Bee Line Co. and H. F. "Red" Reagin, immediate past president of IGOA and council chairman.

ters. Dues now range from \$6.50 to \$10.50 per month per member, the amount depending on local option, but of this, national gets only 50 cents per month or a total of \$6 per year per member.

("I would positively not go along with any proposal to increase dues," said Kittell, "and I am informed the committee did not intend its recommendation to read that way. We definitely need more help in the national office, both men and women. What we sorely need is an office manager. It is unfair to both IGOA and Ralph James to expect him to run the office and do the field work he does. Of course, if we could collect all our delinquent dues, we would be much better off.")

This same committee recommended appointment of a special committee that would devise programs to produce income for the national office. One duty of the committee would be to raise a fund for consumer advertising.

After motion was made and seconded to adopt this report, Bryan Davis, for North Carolina, spoke in opposition to the motion, saying the board could not adopt, it could only receive the report and channel recommendations through proper committees. He was assured by the chair that this was what the motion contemplated.

Davis then reported for the body shop committee, which recommended: "That we endorse and recom-

mend use of an estimate deposit plan, wherein the car owner pays a reasonable amount (possibly \$2.50) to the shop that makes an estimate on repairs needed after an accident." However, the estimate deposit would be refunded by the shop that gets the job. The committee recommended that the plan be promoted in all states.

It was pointed out that some car owners get as many as a dozen estimates and choose the high estimate. Several garagemen told the meeting that car dealers will be found willing to cooperate.

The committee condemned the practice of giving parts discounts to insurance companies and volunteer speakers said car dealers also oppose this practice. The committee recommended that the captive parts price structure be legally checked and, if found irregular, that legal action be taken.

For the convention committee, H. F. "Red" Reagin of Atlanta, immediate past president, reported on the



Ira Saks needs book matches. After less than two hours of observation at the IGOA board meeting the veteran automotive executive, who uttered not a word during this period, used 1½ books of matches lighting his ever-dying pipe. Executive director of the Ignition Manufacturers Institute, Saks addressed one session of the meeting. Book matches should be sent him at 1008 Standard Building, Cleveland 13, Ohio. Match sticks and pipe ashes are shown.

Members of the executive committee shown in conference are (l. to r.): H. F. "Red" Reagin of Atlanta, immediate past president; George Millikin of Youngstown, Ohio, first vice president; Art Kittell of Pittsburg, Kan., president; Chase A. "Art" Fox of Cedar Rapids, Iowa, secretary-treasurer; George A. Millinger of St. Louis, Mo., third vice president, and W. C. "Josh" Wilder of Nashville, Tenn., second vice president. Executive Director Ralph H. James of Tulsa, Okla., also a committee member, was unavailable for the picture.



Atlanta convention, saying the gross convention income was \$14,091.60. President Kittell commented it was gratifying to know that for the first time the association convention had shown a profit. William McNaughton, chairman of the 1961 convention committee, assured IGOA of an
(Continued on page 137)



Every repair job on an "automatic" is carefully checked, as here, and retested by Garageman Sisk to avoid comebacks, maintaining his profit.

Half Our \$40,000 Volume Comes from "Automatics"

By CLYDE P. SISK

Partner, Wheaton Garage, Wheaton, Md.

THE garageman thinking of taking on the automatic transmission or wants to build profitable volume in this complex unit must figure on a very minimum of comebacks.

The fewer the comebacks the more money you make. But that takes *knowing* your automatic transmission, having the skill that comes with experience in doing an absolutely correct job, and careful inspection and *checkup* on every job that leaves the shop.

Five years ago when we opened a two-stall shop in Wheaton, we got only an occasional job repairing an automatic. We made no more than about \$4,000 that first year in the automatic transmission, even though I had had skill through long experience at a dealership. Today with an approximate \$40,000 gross in general automotive repairs, our five-stall shop divides automatic transmission volume 50-50 with all other volume.

The potential is there for all in-

dependent garages. More and more cars every year are appearing equipped with automatic transmissions. And the garageman that handles all repair work but sends his fine opportunities for profitable repairs in automatic transmissions down the street is doing himself and his native mechanical skill an injustice.

That job could just as well be his. That profit belongs to his shop. He can learn the "automatic" as well as the next fellow.

I think the best way of tackling the automatic transmission and making it pay off as early as possible is having an experienced specialist, a thoroughly dependable and skilful mechanic with proven success in repairing and overhauling the unit. Have the trainees who have been schooled in this field then work with him upon their return from factory training. The trainees under skilled supervision will be able to step up their learning faster, and in a year will be working independently, provided there is daily and steady automatic transmission work to be done. You will have halved their learning time.

The shop that has only an occasional automatic transmission repair slows up learning. It will take such a shop much longer to make the investment pay off. The first overhauls may take several days. But like anything else, the more repair jobs you do on automatic transmissions, the faster you learn.

(Continued on page 114)

Mechanic Douglas Gibson, schooled in "automatics," checks inside linkage (left) for operation and sees (right) that parts are absolutely clean before placing them in a transmission he has repaired.



Servicing the Rambler V-8's Pistons, Rings and Bearings

ENGINE service is much the same, the difference being in "doing the job right," instead of just "doing the job."

"Doing the job right" means seeing that everything is done according to the manufacturer's specifications. Although engines may look very much alike, engineering design calls for certain clearances and tolerances which vary considerably from one engine to another.

Let's see how the job is "done right" on the current model Rambler V-8:

Pistons:

Slipper-type, tapered-skirt, cam-ground pistons are used. They are of aluminum alloy, steel-reinforced for controlled expansion. The ring belt area provides for three piston rings, two compression and one oil control ring above the piston pin.

The pistons are removed from the top of cylinder bore after removing ring ridge.

The piston ring boss is "offset" from the piston center line to place it nearer the thrust side of the cylinder. To insure proper installation of the piston in the bore, a notch is cast in the piston top, and letters "F" cast in the pin boss structure at the front (Fig. 1).

By **E. M. LOWERY**
Technical Editor



The piston to bore clearances are:

	20 Series	80 Series
Top land	.020"-.024"	.028"-.032"
Skirt top	.001"-.0015"	.0009"-.0025"
Skirt bottom	.0009"-.0015"	.0009"-.0015"

In the 80 series, a high- and low-compression engine is available.

The piston design determines the compression ratio. The low-com-

pression piston has the piston pin situated closer to the top of the piston. To identify the low-compression piston, an extra depression or notch is cast in the top surface perimeter 10° to the left side of the existing notch (Fig. 2).

Piston pins:

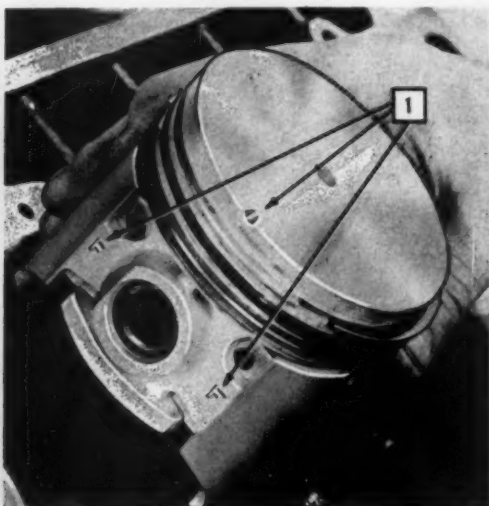
The piston pins are a press-fit into the connecting rod, thus requiring no locking device.

The piston pin is removed with piston pin remover J-6360 and an arbor press. The piston is placed on the remover support so that the pin will enter the support when pressed out with the piloted driver.

To install the piston pin, place the piston pin pilot in the support and insert in piston and connecting rod. This aligns the piston and connecting rod piston pin bores. Press the piston pin into the connecting rod and piston assembly until the lower pilot bottoms in the support. The connecting rod is automatically centered on the pin (Figs. 3 and 4).

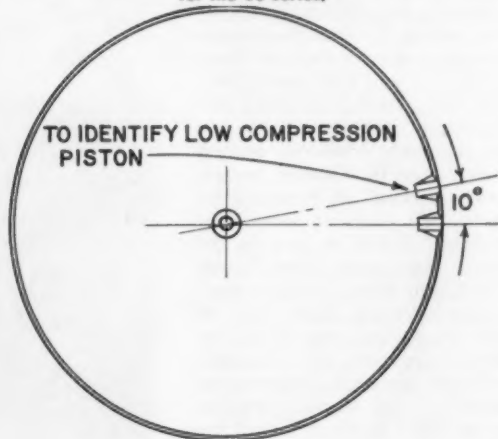
Caution: The pin must be a tight press-fit in the connecting rod.

The piston pin should be a palm press-fit in piston boss at room temperature. With parts dry and free of oil, the pin must support its weight in a vertical position, over



Left: Fig. 1—Correct piston position: Notch ("1") and "F" letter to front of engine.

Below: Fig. 2—Identification of low-compression piston for the 80 series.



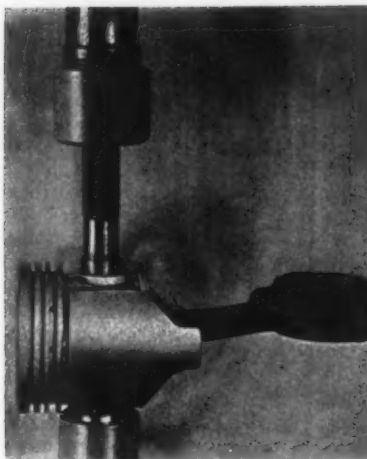


Fig. 3—Removing piston pin.

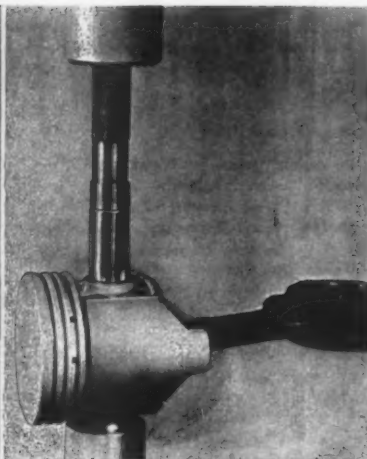


Fig. 4—Installing piston pin.

its entire length, in either of the two piston pin bosses.

Piston rings:

A three-ring piston is used. The two compression and one oil control rings are situated over the piston pin boss.

Before assembling the rings to the piston, carbon must be cleaned from all ring grooves. The oil drain holes in the oil ring grooves and pin boss must be cleared with the proper-size drill. Care must be exercised not to remove metal from the grooves, since that will change their depth, or from the lands, since that will change the ring groove clearance and destroy ring to land setting.

Checking ring groove clearance:

Side clearance between land and piston ring should be:

	20 Series	80 Series
No. 1 ring groove	.002"-.0035"	.002"-.006"
No. 2 ring groove	.002"-.004"	.002"-.006"
No. 3 ring groove	.0001"-.0079"	.0001"-.0079"

Roll the ring around the groove in which it is to operate. It must fit freely at all points.

Checking ring gap clearance:

Piston ring gap or joint clearance is measured in the bottom of the cylinder near the end of the ring travel area. To square the ring in the bore for checking joint clearance, place the ring in the bore. Then with an inverted piston, push the ring down near the lower end of the ring travel area.

When other than standard ring sizes are used, rings should be individually fitted to their respective bores for a gap clearance of:

No. 1	.010"-.020"
No. 2	.010"-.020"
No. 3	.015"-.055" (gap of rail)

used, do not use more than ten strokes (each stroke down and return) to recondition a cylinder wall.

Successful ring installation depends upon cleanliness in handling part and while honing the cylinder walls. The engine bearings and lubrication system must be protected from abrasives.

Rigid-type hones are not to be used to remove cylinder glaze, as there is always a slight amount of taper in cylinder walls after the engine has been in service.

Rings must be installed on the pistons with a ring installing tool to prevent distortion and ring breakage.

Prior to installing the piston and connecting rod assembly in the engine, the piston ring gaps are to be arranged so that the gap for the oil ring is toward the inside of the block. The gaps on the compression rings are 120° apart. Do not locate a ring gap over the piston pin boss.

Service piston ring sets:

For service ring replacement, follow detailed instructions enclosed in the ring package.

Connecting rods:

Connecting rods are the "I" beam drop forged steel type. The connecting rods are stamped with the cylinder numbers in which they are assembled. The numbers are opposite the squirt holes and toward the outside of the banks in which they are situated.

The squirt holes from connecting rods in one bank lubricate the cylinders in the opposite bank.

The connecting rod squirt holes are situated in the parting surface of the bearing cap (Fig. 5).

Assemble connecting rod to piston with notch in piston to front of engine. Cylinder numbers should be toward the outside of bank in which they are installed (Fig. 6).

The cylinders are numbered 1, 3, 5, 7 in the left bank of engine from front to rear, and even numbers 2, 4, 6, 8 in the right bank, front to rear as viewed from driver's seat.

Two connecting rods are mounted side by side on each crankpin. The side clearance is .004" to .012" (Fig.

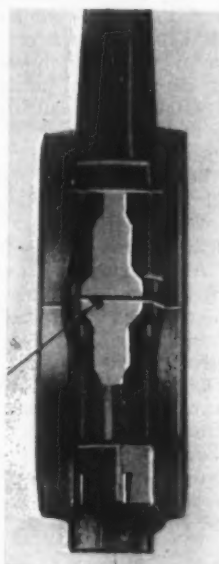


Fig. 5—Connecting rod squirt hole location.

Piston ring installation:

Removal of glaze from cylinder wall for quicker ring seating can be accomplished by various methods. Where an expanding type hone is

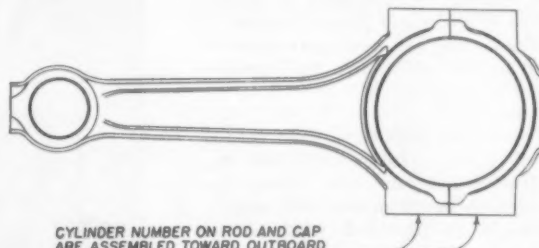
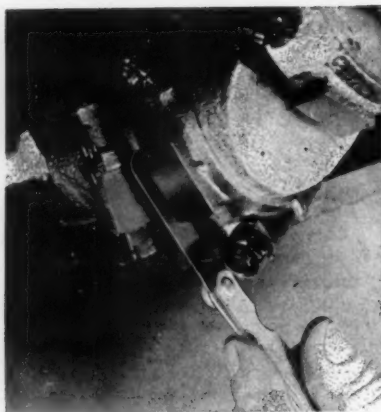


Fig. 6—Connecting rod identification mark.

CYLINDER NUMBER ON ROD AND CAP ARE ASSEMBLED TOWARD OUTBOARD SIDE OF ENGINE.



Left Fig. 7 — Checking connecting rod side clearance.
Above: Fig. 8 — Checking bearing clearance with Plastigage.

7).

Connecting rod alignment:

Whenever new rings are installed or new piston pins are replaced, it is necessary to align the connecting rods and pistons as assemblies to insure true operation in the cylinder bore.

Misaligned rods will cause uneven piston and ring wear which will result in oil consumption. The connecting rod should be inspected for a twisted or bent condition.

Connecting rod bearings:

The connecting rod bearings are the steel-backed, sintered copper lead alloy precision type. They are installed as pairs in the connecting rod and cap.

Caution: Never file a connecting rod or cap to adjust clearance.

To determine the amount of bearing clearance, use a piece of Plastigage in the bearing cap. Then tighten the cap to torque specifications to compress the gauge. Remove the bearing cap and calibrate the width of the Plastigage with the scale furnished (Fig. 8).

If the bearing clearance is excessive, the correct undersize bearing insert (pair) should be installed in the connecting rod.

The correct connecting rod bearing clearance is .0007" to .0028".

The crankpin diameter is 2.2483" to 2.2490".

It is important that the connecting rod bearing cap bolt nuts be drawn up to 46 to 50 foot pounds torque.

Connecting rod bearings are serviced in .001"-.002" and .010" undersize.

Crankshaft:

The crankshaft is a drop forged steel shaft, counter-weighted and balanced independently. There are five main bearings and four crankpins. It is provided with an oil slinger at rear journal inboard of

the rear oil seal.

The component parts of the crankshaft assembly are individually balanced, and then the complete assembly is balanced as a unit. Replacement of crankshaft, flywheel, or vibration damper can be accomplished without rebalancing the complete assembly.

Main bearing journals:

Main bearing journals can be measured without removing the crankshaft from the engine block. Various gauges are available for this purpose. Always check both ends of the journal to note the taper. Then rotate the shaft 90° and measure for out of round.

The main bearing diameter is 2.4983" to 2.4990" and should not taper or be out of round more than .002".

Crankshaft main bearings:

Main bearings are of the precision type, having a steel back with a sintered copper lead alloy. The bearings are not adjustable. Shims

should never be used and the bearing caps should never be filed.

Service bearings are supplied in .001", .002" and .010" undersize.

When either half of a bearing requires replacement, a complete set should be installed. To replace the upper half of a bearing, remove the bearing cap of the bearing to be replaced. Then loosen all of the other bearing caps and insert a small pin about 1/2" long in the crankshaft oil hole. The head of this pin should be large enough so that it will not fall into the oil hole, yet thinner than the thickness of the bearing.

With the pin in place, rotate the shaft so that the upper half of the bearing will rotate in the direction of the locating tongue on the bearing.

Crankshaft main bearing clearance:

The standard clearance of .0006" to .0032" can be accurately checked by the use of Plastigage.

Note: When checking bearing clearance, with the engine in such a position that the bearing caps support the weight of the crankshaft and flywheel, keep all main bearings tight except the one being checked. Support the weight of the crankshaft with a jack.

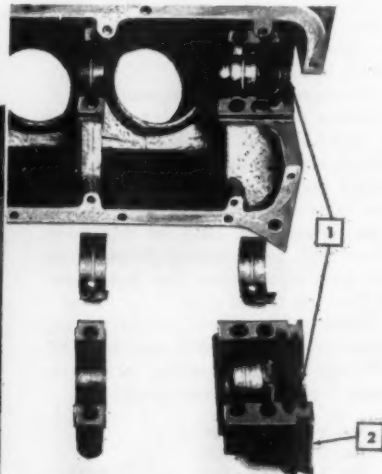
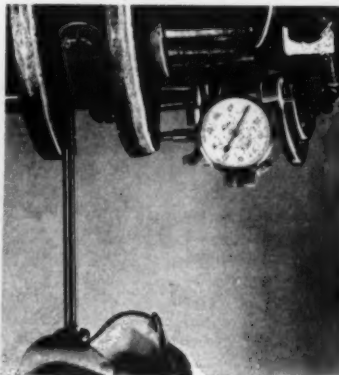
Remove the bearing cap and wipe the oil from the bearing insert.

Place a piece of Plastigage across the full width of the bearing insert.

Reinstall the bearing cap and tighten 80 to 85 foot pounds torque. Then remove the bearing cap and with the graduated scale, which is printed in the Plastigage envelope, measure the width of the flattened Plastigage at its widest point. The number within the graduation indicates the clearance in thousandths

Below: Fig. 9—Checking crankshaft end thrust.

Right: Fig. 10—Main bearing arrangement: 1—upper and lower rear main oil seal and 2—rear main oil seal side groove.



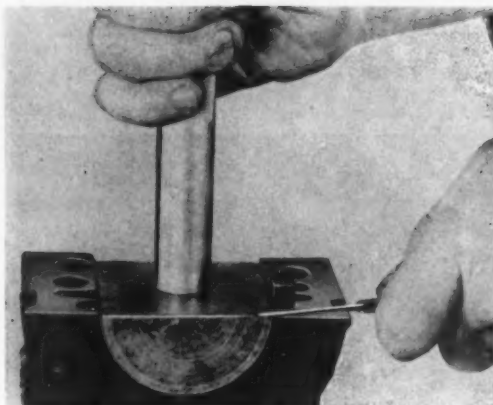


Fig. 11—Installing hemp packing oil seal in rear main bearing cap.

of an inch. Install the proper size bearing liners (inserts) to bring the clearance to standard.

Grinding of the crankshaft may be required to accommodate the nearest undersize bearings when cleaning up a scored bearing surface.

Crankshaft end play:

The crankshaft end thrust of .003" to .007" is taken at the front or No. 1 bearing insert which is flanged for this purpose.

To check this clearance, attach a dial indicator to the crankcase and pry the shaft fore and aft with a screwdriver (Fig. 9).

Rear main bearing oil seals:

The rear main bearing oil seal is composed of two hemp packings, one in the block and the other in the cap (Fig. 10).

The packing is driven into place with tool J-3048-A (Fig. 11). Excess packing is cut off flush with the cap.

Removing Oily Film On Late Chevvies

CHEVROLET Division has issued this service bulletin:

An oily film, under certain conditions, can form on the inside surface of the body glass on some late-model vehicles. The haze on the glass is due to the volatilization and subsequent condensation of solvents or plasticizing agents used in the many synthetic materials and finishes utilized for the vehicle interior.

Corrective measures have been

taken in the compounding of synthetic materials used in the vehicle interior to insure that solvents utilized have low residue and minimum volatility in the temperature range encountered in the vehicle passenger compartment.

Removal of the haze from the glass surface has proven difficult—it smears with ordinary wiping and leaves a residue when most commercial glass cleaners are used. The best method of removal is to wipe the glass with a vinegar-soaked cloth to loosen the film, then wipe the glass clean with a dry cloth or commercial wiping pad.

Solving Sharp Upshift On TorqueFlite

PLYMOUTH Division has issued this bulletin dealing with harsh light throttle on the Plymouth and De Soto TorqueFlite "8":

Should you encounter a condition of a harsh 1-2 upshift under "light throttle" in a TorqueFlite "8" transmission built within the transmission serial number range of 1765601

to 1780390, the transmission linkage and bands should be checked and adjusted as follows:

1.—Check the entire throttle linkage system for proper adjustment, proper assembly and binding or interference. Also check kickdown band adjustment.

2.—If a harsh 1-2 upshift is still evident, particularly at light throttle, the carburetor rod should be shortened by about $\frac{1}{8}$ " to $\frac{1}{4}$ " as shown in sketch. Shortening the rod beyond the $\frac{1}{4}$ " will result in excessive delay in the shift pattern.

Simca Appoints Miller Southern Sales Head

C. E. MILLER of Atlanta, Ga., has been appointed Southern area Simca sales manager by Peter Nunez, sales manager for U. S. Simca Sales, International Operations Group, Chrysler Corp.

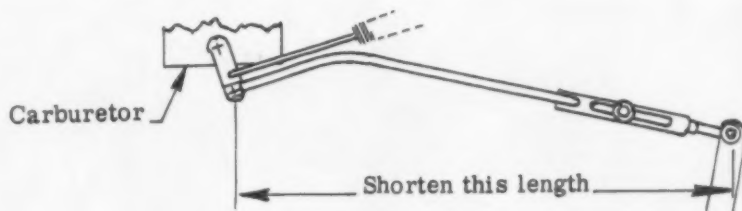
With headquarters in Atlanta, Miller will direct sales and service activities in the Carolinas, Georgia, Florida, Tennessee, Alabama, Louisiana, Mississippi, Missouri, Arkansas, Kansas, Oklahoma, Texas and New Mexico. He joined Chrysler Corp. in July 1955 as parts and service sales supervisor in Dallas.

West Coast Executive Heads Up Studebaker

SHERWOOD H. Egbert, 40-year-old executive vice president of McCulloch Corp., Los Angeles, has been elected president and chief executive officer of Studebaker-Packard Corp.

Egbert succeeds Clarence Francis, who will remain as chairman. Harold E. Churchill, president since 1956, will continue on the board and will act in a consultative capacity.

A veteran of World War II, Eg-



March: Rambler's 60-Amp Alternator

Since alternators are coming more and more to the front, next month the 60-amp alternator available for Rambler fleet units will receive a going-over.

bert was an engineering officer with the rank of major in the Marine Air Transport Command. He has been affiliated with McCulloch Corp. for 14 years, and, as executive vice president since 1956, has been responsible for all divisions of the corporation.

Revolutionary Service Station

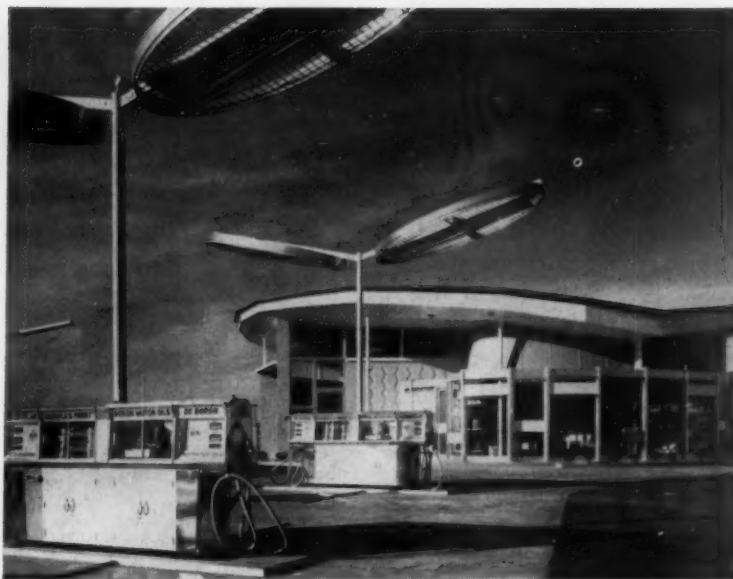
"DX SUNRAY Circle" is the name assigned by DX Sunray Oil Co. of Tulsa, Okla., to a circular building erected there as a merchandising experiment. It is a contemporary and revolutionary new service station.

Outside there are no canopies or projections under which a car might take cover when stopped at a pump for gas. That is because company research has established that 19 out of 20 customers do not get out of their cars at a service station. From the car seat they can see the eye-level pump readings, anyhow.

This station has glamor and glitter in fact and in fancy to the extent that before it was in operation 30 days, the company had reaped uncounted columns of publicity.

The gasoline pump hose nozzles are gold-plated. The building is pie-shaped with an eccentric roof line and the roof actually glitters from embedded white marble chips. Floors in sales room and rest rooms are of ceramic tile and the sales room is trimmed and furnished in walnut. The ladies' rest room is in "feminine peach," the men's room in blue, and both will have hot and cold water with air conditioning in summer, heating in winter.

Let a car stop at a pump and immediately a pertly uniformed hostess approaches with coffee service, whether the vehicle is a long, glis-



View of "DX Sunray Circle," a new departure in service station design and merchandising principles constructed in Tulsa, Okla., by the DX Sunray Oil Co., subsidiary of Sunray Mid-Continent Oil Co. The station building is of steel, concrete and—an unusual amount of glass. The modernistic shapes above the pump islands are described in architectural terms as "twin eight-foot flexobeam light fixtures" in "10'-long elliptically shaped aluminum frames." Two of the frames—one for each battery of islands—emit music and commercials from a tape-equipped public address system controlled from the sales room.

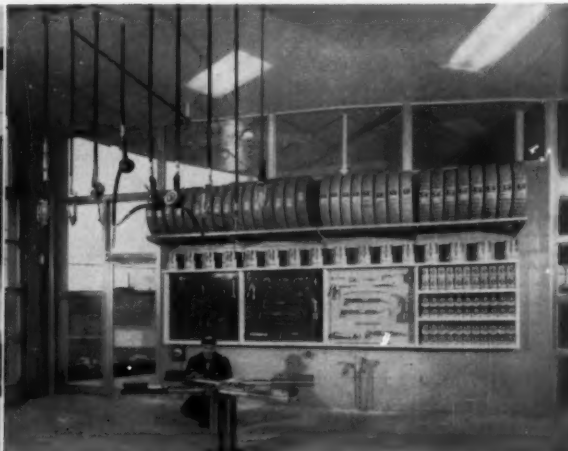
tening shape, or a beat-up pickup.

All this may sound like extravagance, but wait. The gold-plated nozzles have a magnetic feature that holds the gas tank cap. Pump island

cabinets contain everything necessary to car service, including charge ticket imprinter and stamps. The manager can stand in one spot within the circular building and see

Below: Partial view of sales room, also elliptically shaped, before station opened for business. Note lounge, chair, TV set. Manager's desk, not shown, is at reader's left. Right: This shows about one-fourth of the service bay area with twin lifts for lubrication in sector to reader's left, twin wash bays to right. Swivel-armed, frame-contact lift in fore-

ground is cadmium plated, as is its twin in this modern shop. Overhead between lifts is bank of nine reels, including safety lamp at extreme right. Other reels dispense: Two grades of motor oil, two chassis lubricants, automatic transmission fluid, water, gear grease and air. Air terminal is equipped with light.





Top: Cost of gold-plated, swivel pump nozzles has not been revealed. Each nozzle also has magnetic feature that holds gas tank cap while tank is filled. **Above:** Partial view of ladies' restroom, with ceramic tile floor. Ladies' restroom is finished in feminine peach, men's in blue. Both provide air conditioning in summer, heating in winter and hot and cold water.



Top: Hostess with tray serving coffee to truck driver. **Above:** Close-up of pump island cabinets' interior, showing concentration of everything needed to service customer, eliminating running in and out of sales room.

practically everything that transpires on the property. A nine-reel installation between lubrication bays—DX Sunray claims it is the only one of its kind in existence—puts practically everything needed in the lube bays within arm reach.

This station was designed, built, equipped and is managed to deliver service swiftly and efficiently and to

save time and steps for personnel in the process. A company release describes the "DX Sunray Circle" as "a dramatic departure from the familiar rectangular, box-type station."

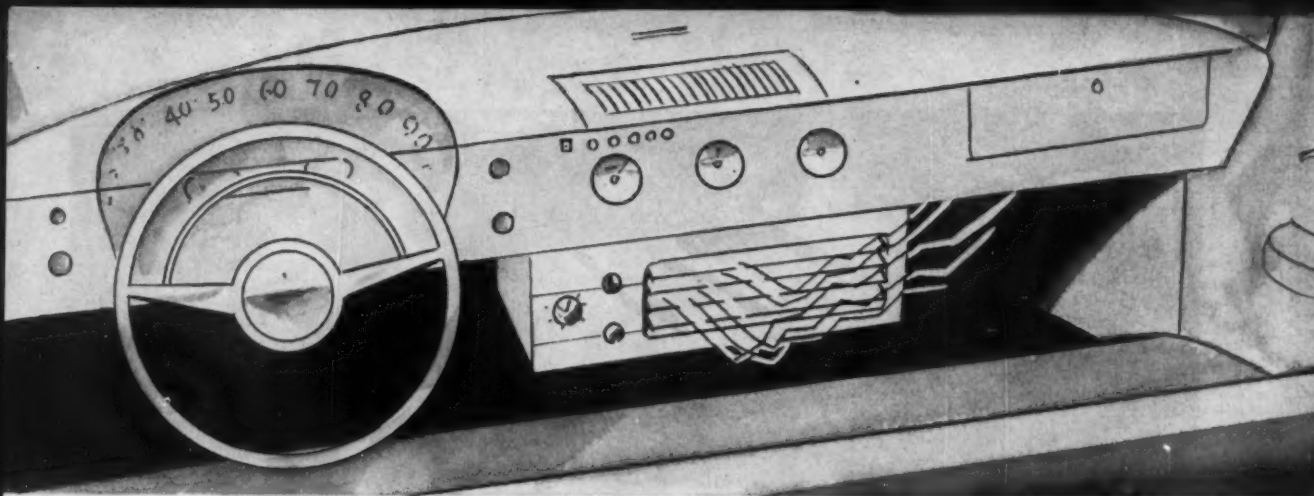
In an address at the formal opening, S. D. Breitweiser, company

president, said:

"In the past the oil industry has been guilty of shrugging its shoulders at customers and saying in effect, 'Take it or leave it.' Little has been done at service stations across the country to give the customer

(Continued on page 140)





FORECAST FOR '61:

Hotter Air-Conditioning Sales

ONE day last year a Dallas manufacturer of automotive air conditioners had occasion to cross the street from office to plant.

There he found a group of four representatives of a big-business competitor from the North. Soon he learned this was the third day they had made themselves at home in his plant, observing nomenclature and procedure, questioning employees and, in general, spying.

They had bypassed the company's office and simply invaded the plant to learn what they could. Employees had assumed they were good customers—distributors or dealers. Now a stranger can get into this plant about as easily as he can enter the Fort Knox vault.

In the course of the resulting conversation the Northerners advised the Dallas manufacturer: "We are going to run you little fellows out of business."

There have been other instances of industrial espionage in this business. Such as the car manufacturer's representative who professed to intend placing a large order. But first he wanted much information. On being pinned down, he practically conceded he had no intention of buying.

The point is, although individual manufacturers in the independent field are small fry by comparison with big business, their collective production in 1960 was somewhat substantial, since together they turned out about 50 million dollars

By **BARON CREAGER**
Southwestern Editor

worth of air conditioners.

In this discussion when reference is made to "the industry" it will concern the independent manufacturers of dash- and trunk-type automotive air conditioners. Even within the industry these dash units are unflatteringly referred to as "hang-on."

The industry has been consistently ahead of car manufacturers in the field for more than two decades, doubtlessly inspiring the industrial espionage related, and other instances not related.

The first trunk unit was produced in Texas in 1937 and by the middle 1940's a custom-built unit could be installed for from \$1,000 to \$1,500. By 1953—the year car factories got into the market—mass production was under way and the industry marketed more than 40,000 units. Since then production and sales have increased steadily by the year.

L. T. "Todd" Merrill, business manager for the Automotive Air Conditioning Manufacturers Association with headquarters in Dallas, reports an increase for 1960 of 20.5% over the 157,627 units produced, sold and installed during 1959. And this increase was achieved in the face of increased sales of factory-installed units.

Merrill continues: "Through Nov. 15 of 1960 there were 189,829 units

sold and installed by the 14 independent manufacturers of the association, or a 20.5% increase, with more to be accounted for."

With returns still not all in early this year, it was safe to assume, Merrill agreed, that production was at least 190,000. Therefore, at an average of \$260 per unit, production by the 14 association members totaled \$49,400,000. If production was as much as 200,000 units, then the market value of that production by independents was \$52,000,000.

It is quite possible that production by the industry attained 200,000, for there is a difference between the number of units produced and those reported by Merrill as installed. There have been years when the industry had a carryover of a substantial stock of units. 1960 could be one of those years, because the South's summer was relatively cool and manufacturers may have produced more than were sold and installed. Since the industry is not proud of such figures, they are generally well-guarded secrets.

At this point it is well to point out that, to a large extent, as the South goes so goes the industry in any given season. For the Southeast and Southwest — particularly the latter—consume a surprising amount of production.

In reporting on the industry nationally for 1959, *Air Conditioning, Heating and Refrigeration News* credits 49.8% of all sales to the Southwest, 19.6% to the Southeast

for a total of 69.4%, or 400,758 for the South. This includes factory-installed units, leaving the rest of the nation to consume a total of 30.6%, or 176,703 units of all makes. The astute sales manager for one independent states without fear of contradiction that 20.6% of all makes sold are sold in Texas.

The Automotive Air Conditioning Manufacturers Association embraces all but a few of the independents. Five of the 14 are based in Dallas, three in Fort Worth and one in Houston. Other locations with one each are Oklahoma City, Kansas City, Cleveland, Fort Lauderdale, Fla., and Brighton, Mass. Other non-members operate, respectively, from Houston, St. Louis and Rockford, Ill. There may be others.

Of the ten "hang-on" manufacturers situated in the Southwest, SAJ interviewed eight and came away with more facts and figures than can be printed. But before getting into that, let's go back to Busi-

ness Manager Merrill of the association. "In this business we have to be optimistic," and seven of the eight interviewed are outspokenly optimistic, or obviously so. The one non-optimistic manufacturer is a known conservative and said he would not increase production at all for the 1961 season, pointing out that "people don't have any money."

Within the association is a trio of manufacturers commonly referred to as "the big three," because they produce—and probably sell—in excess of half of the total production of members. Production estimates were not available from two of "the big three," but the third expects to increase from 38,000 units in 1960 to 45,600 in 1961, or "at least 20%, maybe more." One could logically anticipate that his two biggest competitors would expect to do as well or better.

Other expectations of production increases range from a modest ten per cent to a whopping 300%. The latter firm recently acquired the

victim of northern espionage thinks newspaper publicity, picturing the automotive air-conditioning market as an area in which to get rich fast, inspired such acts of espionage and further hurt the little fellows in the business.

"What we have done," he said, "was stimulate small business. We have been responsible for the opening of countless small establishments where a man has his own business. We have helped dealers by building traffic for them. Our dealers can sell an air conditioner for any model car. Perhaps a Ford dealer does not normally have a unit that will fit a Chevrolet, but with an independent unit he can air-condition any make or model of car. Some of our units date back to 1952.

"We have created new revenue for car dealers, independent garages, radiator shops, other shops and service stations. Our products create a big advantage for the new-car dealer in a small town in that

Unit sales of "hang-ons" were up 20.5% last year over 1959. What's the outlook for this year? Weather, as usual, will have a lot of say-so in this market. SAJ's forecast a year ago of 200,000-unit sales proved to be on the button. The rise for the 1961 season may exceed ten per cent.

ness Manager Merrill of the association.

In his review of the industry for 1960 for the special use of SAJ, he called specific attention to a forecast by this publication in the February issue of 1960. In that issue SAJ forecast an industry "production" of 200,000 units in 1960, mindful of the difference between "production" and "installation." Although this prediction was apparently right on the nose of the winner, SAJ does not care again to stick out the neck. There are several reasons.

Chief among them is that the indicated increased production for 1961, which is in excess of 100,000 for "the industry," appears to be fantastic. That is because the Southwest, including the big Texas market, may be in a cycle of cooler, wetter weather. Furthermore, some factories are more reticent about their own forecasts. Some, quite naturally, release their figures for the ears of competition. Some will not talk at all. Condition of the economy could be a factor.

But, as one manufacturer ex-

pressed it, "the big three" and expects to zoom from 5,000 units in 1960 to 20,000 in 1961, with perhaps the ambition to change "big three" to "big four." But as pointed out, practically all the manufacturers are optimistic — perhaps more optimistic than their production forecasts indicate, for it must be remembered that industrial espionage has made them all wary. Furthermore, each competitor observes a rapidly expanding market and intends to get more and more of that market each year.

There is substantial support for such optimism in figures released by the Warner Electric Brake and Clutch Co., which sells the automatic electric compressor clutch to "the industry." Warner figures show that 650,000 or nine per cent of cars were equipped with air conditioning in 1960—all makes including factory-installed—and that in 1961, 11% or 750,000 vehicles will be so equipped. Auto air conditioners in use by 1965 will number 1,650,000 and by 1970, 3,800,000, Warner predicts.

The manufacturer who was the

he can put air conditioning in any car he has in stock. We in the industry have done this for small business, yet big business would ruin us if it could."

There are other advantages enjoyed by the hang-on industry, as members of the association point out.

One is that an individual may not be able to afford a factory-installed unit when buying a car. Later, after building an equity, he feels more free to make an additional investment.

But there is a more significant advantage, as described by one manufacturer: "The dash unit is less expensive and can be moved from one car to another, at reasonable cost. This is an outstanding advantage for national fleet leasing firms, in that they may move a cooling unit from an old car to a new car for about \$60, plus a few parts, thus holding down the basic investment over a period of years. And they get more for a leased car with air conditioning."

One manufacturer points out another.
(Continued on page 110)



DASH-TYPE automotive air conditioning is now big business at the Jim Smith Super Service Station in Dallas, Texas.

The objective here is to sell and install as many new units as possible during the selling season. Units sold during spring and summer mean possible service volume late that season and, surely, next season. And service involves customer labor, the high-profit item in any shop, according to the thinking of Co-Owner Jim Smith.

In 1959 the station sold and installed 26 units at an average of \$260, including tax and installation,

Above at left: Sales promotion displays similar to these are maintained in season within the shop area, as here, and in the vicinity of Smith's gasoline pump islands.

Below: Smith (right) inspects unit with one of his three air-conditioning mechanics, Jess Randolph.



Air-Conditioning Sales:

By **BARON CREAGER**

Southwestern Editor

for a total of \$7,760. For the selling season of 1960, 63 units were sold and installed for a total of \$16,380. This "average" figure of \$260 is approximately correct, although there might be a slight variation in price from unit to unit.

In the same two years, service volume was not too far behind total sales of units and in the "service season" of 1960 alone, total service sales — manhours and parts — amounted to more than \$12,000.

"Like the cars they cool, air conditioners are precision instruments and often need service even during the warranty period," Smith pointed out.

"Again like cars, the older a unit gets the more it needs service. When the weather gets hot, when operating conditions are most strenuous, that is when an air conditioner takes the most punishment. Once a car owner has air conditioning, he can't wait long for service if the unit doesn't function at top efficiency.

"So, as I see it, the most important thing to consider about being in the air-conditioning business is the prospect of long-term service customers. You sell one unit but once. However, if you can keep that unit owner coming back, there is much more profit in service over a period of years than there was in the original sale.

"It isn't difficult to keep the owner coming back for service, which mostly involves that high-profit shop item, labor. Give him prompt and courteous service and efficient workmanship. During the period of warranty on the unit, there is an excellent opportunity to develop solid relationship with the customer and sell him on the organization, and competence of personnel."

There is a difference in duration of "selling" and the "service" seasons. Sale and installation of units generally begin in May and stop in August. But the service season is much longer. Some customers ask for an inspection and whatever parts and service are necessary as early as January. At this period there is no

Builder of Shop Volume

rush for A-C service and many establishments have special price inducements at that time of year, the idea being to avoid service congestion later. And in the South and Southwest, the service season extends into and often through September.

"We like the air-conditioning business and especially do we like the service side of air conditioning," Smith said.

"It is a profitable business and provides a big volume. It is repetitious to say this, but it is worth repeating: labor is the big item in this branch of service.

"Let me illustrate the point with the case of the customer whose air conditioner has a small freon leak. This, of course, robs the unit of its efficiency and the customer comes for service. Even a service man might think such an operation would require less than 30 minutes. Often enough, however, finding and repairing a small leak requires an hour or longer. Even though the job involves adding the necessary amount of freon, it is still largely labor—the biggest profit item in any shop."

Smith adds that 50% or more of his unit sales originate at the station's gasoline pumps. Pump service personnel is schooled to watch for prospects. It is a simple matter to spot a car without an air conditioner of the dash type—when the hood is open or when the driver's compartment is brushed out.

If the car is not too old, indicating indisposition of the owner to spend the necessary money, the service man on the apron at the time engages the owner in conversation. Should this conversation develop the fact here is a likely prospect, either Smith or Manager R. C. Harris is called in to handle the situation from there on.

"Our mechanics are pretty good air-conditioning salesmen, too," Smith observed. "They have an excellent opportunity to broach the subject to customers with cars in for other types of service. But mechanics do not attempt to complete a sale, no more than a service salesman out on the apron. Practically all the unit sales are closed by Harris or me."

For air-conditioning installation and service, this station has \$500 invested in special tools and equipment, but the inventory of new air-conditioning units is barely enough for display. This is because of an advantage enjoyed through location—an advantage not available to a great many dealers. In the Dallas-Fort Worth area are situated most of the manufacturers of dash units. So these sources of supply are only 30 minutes away.

"It takes a little time to build up a clientele that produces good air-conditioning service volume," Smith pointed out. "We started in the business six years ago. As demand increased, we expanded to meet requirements. We have four mechanics



Station Co-Owner Jim Smith makes a periodic inventory check of special air-conditioning service equipment.

now and three of them are fully trained and qualified to do air-conditioning installation and service. We expect to have a greater volume of air-conditioning service in 1961.

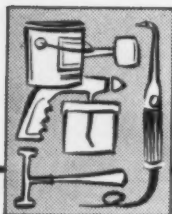
"For that matter, everyone with qualified personnel should have more of this service business in 1961. Air conditioning is now nearer the class of a necessity in the South and Southwest. More and more cars will have it. There may soon be more service than those now prepared can handle. So it isn't too late to start. There is an attractive profit in the sale and installation of a new unit. And new units must be sold in volume to produce service."

The Jim Smith Super Service Station can stall 11 cars and Smith expects to have five mechanics through 1961. But he will continue to rely on the three who are specialists to handle air-conditioning service.

As latest car models require less lubes and oil changes, there's no doubt that automotive shops must expand their operations.

The station is situated at a heavily-traveled Dallas intersection. Note service entrance at left.





BODY SHOP OPERATIONS

Installing Headlining on the '61's

MANY times it is necessary to remove a headlining in order that a damaged roof panel may be properly straightened and/or repaired. This operation does not necessarily require the services of a trimmer.

With just a little experience and by following instructions, the average body shop mechanic can do the job.

Here is how it's done on the '61 Chevrolet:

Headlining assembly:

By **E. M. LOWERY**

Technical Editor

The headlining assembly is formed to the roof contour by concealed listing wires. Both ends of each listing wire are installed into holes in listing wire clips which are secured to the side roof inner rail assembly. The wires and listing pockets are secured to the roof bows on some styles by bend-over metal tabs. The headlining is secured at the wind-

shield by cement and tacks or staples and along the side roof rail by tacks, staples or a pronged retainer.

A pronged retainer is used where side roof rail finishing moldings are not used. The rear end of the headlining is secured at the back window by a headlining foundation board which is supported above the back window opening by metal retaining tabs or by cement and tacks or staples.

In addition, the rear listing wire on all "11," "21" and "69" models

Fig. 1—Headlining assembly (Chevrolet).

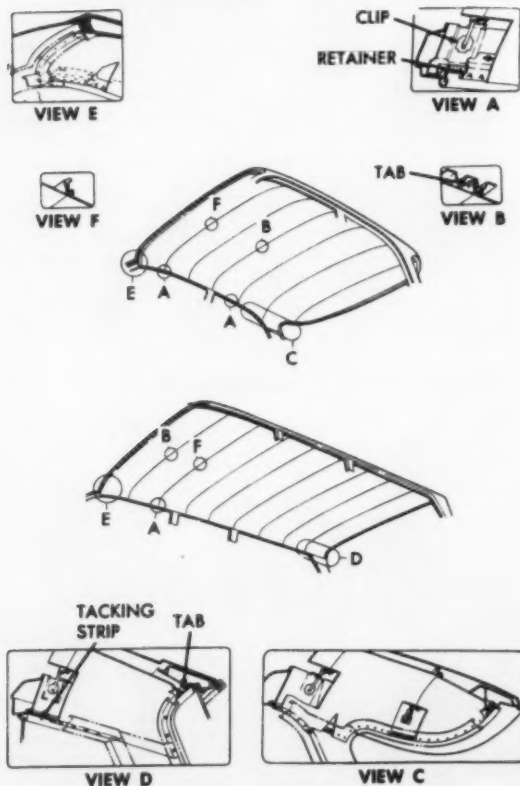
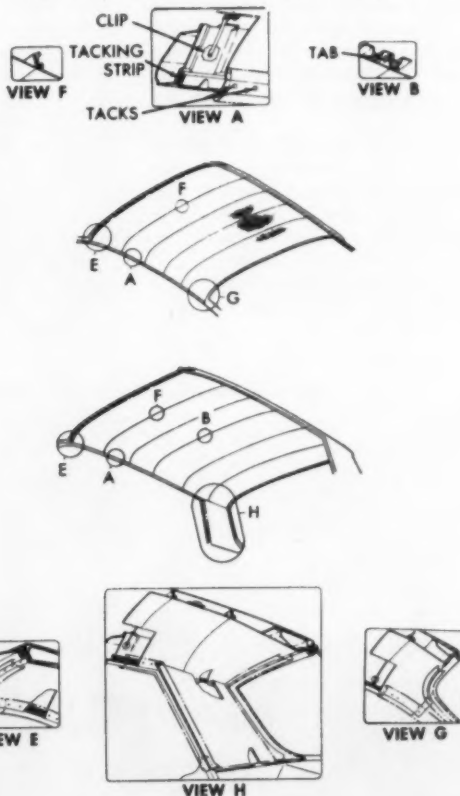


Fig. 2—Headlining assembly (Chevrolet).



is secured to the center of the back window inner panel support by a metal retaining tab.

Caution: Clean hands are essential when working with headlining material.

Removal:

1.—Place protective coverings over seat cushions and backs.

2.—Prior to removing headlining, remove following hardware and trim assemblies if present.

a. Windshield side and upper garnish moldings.

b. Rear view mirror support.

c. Sunshade supports.

d. Dome or side roof rail lamps.

e. Coat hooks.

f. Rear quarter upper garnish moldings (two-door styles).

g. Side roof rail moldings.

h. Back window garnish moldings.

i. Rear quarter rear window front, rear and upper moldings ("35" and "45" models).

j. Back body window opening upper and side garnish moldings.

k. Center pillar finishing moldings.

l. Rear quarter trim, where necessary.

3.—Carefully remove tacks or staples securing headlining at windshield opening, along side roof rails on bodies equipped with side roof rail finishing moldings, at rear quarter windows and at back window opening. Then carefully detach cemented edges of headlining.

4.—On models where headlining is secured to side roof rails by retainers, use headlining inserting tool J-2772 or similar wide-bladed tool and carefully disengage headlining from retainer tabs (view "A," Fig. 1).

5.—Working from front to rear of body, disengage headlining listing wires from side roof rails, gathering or folding headlining with listing wires on outside to keep headlining clean. Bend down metal tabs at bows on bodies, using tabs to support listing wire (see view "B," Figs. 1 and 2).

6.—Disengage headlining on styles using foundation board from metal tabs or retainers at back window (see view "D," Fig. 1) and remove headlining assembly from body.

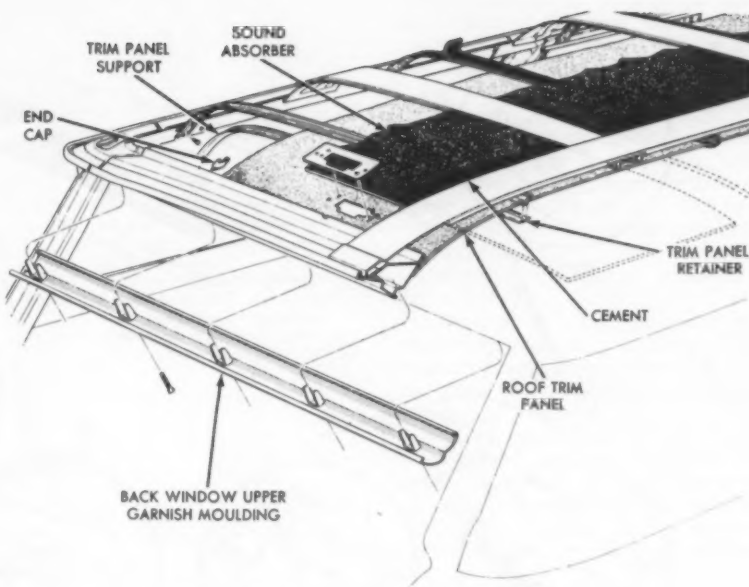


Fig. 3—Station wagon roof interior trim (Ford).

Important: Note into which hole the ends of the listing wires are installed to insure proper installation (see view "A," Figs. 1 and 2).

7.—If necessary, listing wires may be removed from pockets.

Installation:

1.—Install listing wires into headlining listing pockets and lift entire headlining assembly into body.

2.—Center and align rearward end of headlining and engage foundation board where used under metal retainer or metal tabs above back window (see view "D," Fig. 1). Then working forward, install ends of listing wires into listing wire holes along side roof rail.

Note: Make certain listing wires are installed in correct hole in clips to insure proper contour of headlining (view "A," Figs. 1 and 2).

3.—Install balance of listing wires into proper holes in listing wire clips (view "A," Figs. 1 and 2). Install listing wire where necessary to roof bow metal retaining tabs, center headlining and bend over retaining tabs.

4.—Center and align headlining in relation to windshield opening, back window opening, coat hooks and

sunshade support locations. Then apply trim cement to headlining tacking surfaces at windshield and back window openings (views "C," "D" and "E," Fig. 1, and views "E," "G" and "H" in Fig. 2) and stretch and stay tack headlining to windshield and back window openings and along side roof rails if tacks are used.

5.—Remove all "fullness" and "draws" from headlining material and permanently tack headlining to tacking strips (view "A," Fig. 2).

Note: On those models where side roof rail moldings are not used, use headlining inserter tool J-2772 or similar wide-bladed tool and carefully tuck edges of headlining under metal retainer tabs along both side roof rails (see view "A," Fig. 1).

6.—Install all previously removed hardware and trim assemblies and remove protective coverings.

Here's "how" on the '61 Ford, dealing first with the station wagon:

The station wagon roof trim panel can be replaced without removing the adjacent roof trim panels.

1.—If the front roof trim panel is to be replaced, remove the sun visors, windshield side and upper garnish moldings, and the rear view mirror.

2.—If the rear roof trim panel is to be replaced, remove the dome lamp assembly, and the back window pillar and upper garnish moldings.

3.—To remove a trim panel, carefully pry the trim panel retainer(s) from the support(s) (Fig. 3), and

March: Tuning Up the Body

Like the engine and other car components, the body needs a periodic "tune-up." That'll be the meat upon which Ed Lowery will chew in some detail next month.

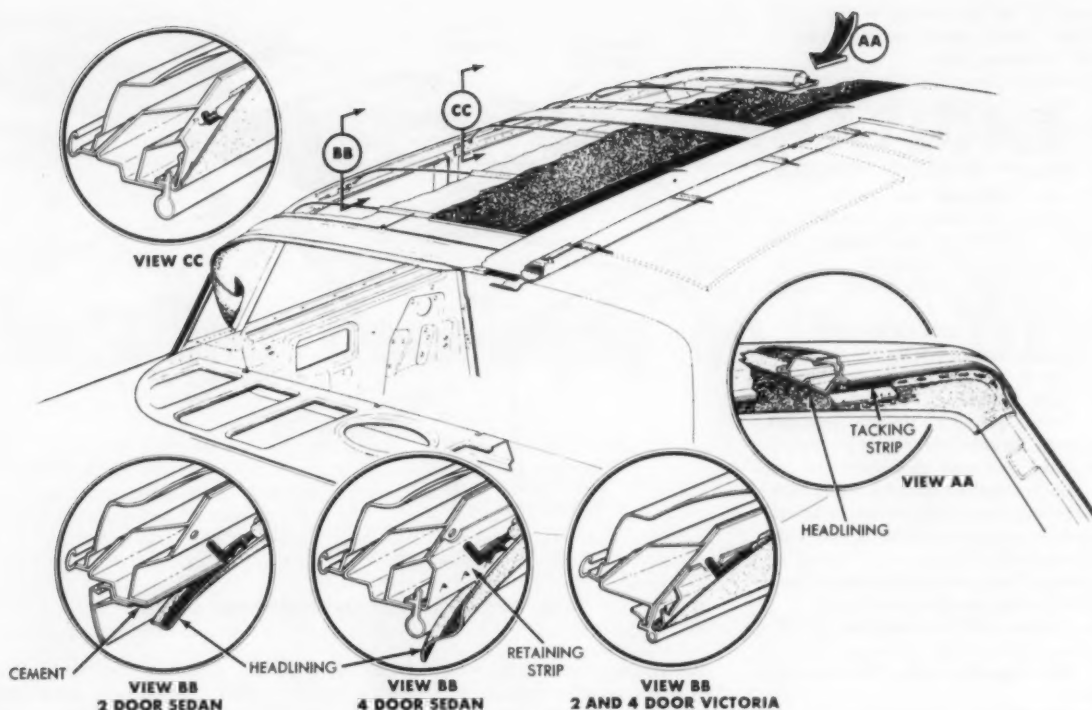


Fig. 4—Typical headlining (Ford).

remove the retainer(s) and end caps. Identify the roof trim panel retainers, since they vary in size and shape. Remove the roof trim panel.

4.—Install the roof trim panel and all previously removed hardware (Fig. 3).

Headlining replacement:

The following headlining removal and installation procedure applies to all models in general. If some of the steps do not apply to the particular Ford model being serviced, skip to the next step.

1.—Remove the coat hooks, the quarter window garnish moldings, the windshield side and upper garnish moldings and the window garnish moldings. Remove the sun visors, the rear view mirror and the dome lamp lens.

2.—Cut the headlining along the edge of the back window weatherstrip. Disconnect the headlining along the side rails, and then, starting at the front of the car, push the ends of the roof bows out of the roof side rails (Fig. 4). At the rear bow, release the two rear bow retainers from the roof rear rail, and then remove the headlining.

3.—Check the tabs on the headlining retaining strips. If any tabs are bent or flattened, repair them and tighten the retaining strips.

4.—Transfer the headlining bows

in sequence to the new headlining.

Roof bows are color-coded at each end. When ordering new roof bows, be sure to note the color at each end of the bow.

5.—Install the rear bow in the side rails and connect the rear bow retainers to the roof rear rail. Install the other headlining bows, working from the rear toward the front of the car. The headlining should be centered and the seams straight.

6.—If necessary, apply new cement to the tacking strip and center the headlining. Pull it as far forward as possible to remove wrinkles and tack to the tacking strip at windshield header, working from the center to the sides.

7.—Cut off the excess material around the windshield header.

8.—Apply trim cement to the back window upper rail, along the edge of the window weatherstrip. Starting at the center, smooth out the wrinkles and cement the headlining to the rear window opening.

9.—Trim the headlining around the back window approximately $\frac{1}{2}$ " below the weatherstrip edge. Tuck the headlining under the back window weatherstrip.

10.—Pull the headlining down at the sides to remove the wrinkles. Cut the headlining bow retainers to eliminate gathering of the material.

Trim the headlining on the sides to $1\frac{1}{2}$ " below the windlace.

Starting at the front on each side of the car, use a putty knife (with rounded corners) to work the headlining up under the retaining strip. Be sure the headlining catches on the tabs.

11.—Starting at the rear window and working forward, position all garnish moldings and install any screws.

12.—Install the coat hooks and the rear view mirror.

13.—Cut a hole in the headlining large enough for the dome lamp, but small enough that the dome lamp lens and bezel will cover the opening. Install the dome lamp lens.

14.—Locate and punch the sun visor retaining screw holes in the headlining. Install the sun visors.

Use warm water on a sponge to dampen a cloth headlining that sags or is slightly wrinkled, or spray it with live steam. On vinyl headlinings, live steam must be applied to the back side of the headlining through the dome lamp opening of the vinyl. As it dries, the headlining will shrink slightly, removing most wrinkles and sags.

And here's "how" on the '61 Rambler:

The Rambler headlining is a molded fiberglass panel which is provided as a single panel for se-

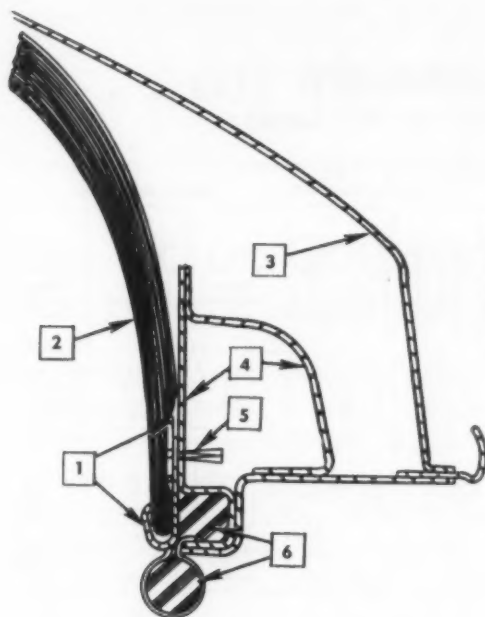


Fig. 5 — Cross-sectional view of headlining (Rambler) fastened to side roof rail: 1 — J molding, 2 — headlining, 3 — roof panel, 4 — side roof rail, 5 — J molding retaining clip and 6 — storm strip.

dans and two panels for station wagon models. It is fire- and water-proof as well as being a superior sound deadener. It is available in colors to match the available trim combinations.

It is retained by the windshield and rear window upper finish moldings and by a cloth-covered aluminum molding (referred to as J molding) at the sides.

The J moldings are retained to the side roof rail by snap-in clips (Fig. 5).

Headlining replacement on sedan models:

The headlining must be removed and installed through the windshield or rear window opening. Remove the windshield and rear window finish molding, sun visors, the package net if so equipped, dome light and the coat hooks. Use fender cloths to protect the paint finish when removing the windshield or rear window.

On the right side molding insert a putty knife between the J molding and the side roof rail and pry the molding loose at one clip. Slide the putty knife along behind the J molding until the next clip is contacted and pry it loose; continue until molding is loosened. Lower headlining.

Push the headlining upward on the left side of the car to remove the headlining from the left J molding. Then remove the headlining out of the windshield or rear window opening.

Reverse the foregoing procedure for installation.

Station wagon models:

The front or rear headlining is removed through the tailgate opening.

Rear headlining:

The front and rear headlining joint is concealed by a "C" shaped molding which is covered with matching headlining material.

The molding is retained to the roof rafter by spring steel clips which snap over an embossing in the rafter at four locations.

Pry the C molding off the clips with a putty knife.

Tilt the C molding toward the rear of the car and remove the ends of the molding from the headlining retainer J moldings (Fig. 6).

Remove the rear quarter window finish moldings.

Remove cargo light, if so equipped.

Remove the tailgate window weatherseal, reveal molding and upper finish molding as one unit, by removing the weatherseal retaining screws.

Remove headlining through tailgate opening, using extreme care to avoid "kinking." Tilt and remove on the three-seat station wagon models. On two-seat station wagon models it may be tilted to either side.

Front headlining:

Remove the joint cover molding, sun visors, dome light, coat hooks and the right rear quarter window finish molding.

Pry the J molding loose on the right side and unhook the headlining from the left J molding and remove it through the tailgate opening.

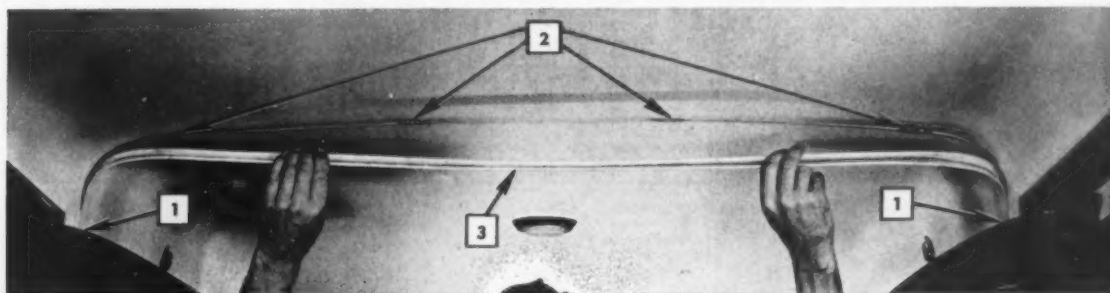
Note: Extreme care must be used to avoid "kinking" when removing the headlining.

Crankcase Tester Announced by AC

A TEST device that will check all positive crankcase ventilation systems that use AC-type valves has been announced by AC Spark Plug Division of General Motors.

Easy to operate, the tester requires only one connection—the insertion of a rubber test adapter plug into the oil filler or breather cap opening. It checks crankcase ventilation by measuring air circulation through the system at engine idle.

Fig. 6—Headlining joint cover molding removal (Rambler): 1—headlining joint cover molding, 2—joint molding to roof rafter clips and 3—joint cover molding.



1961 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE/AND MODEL	Std. Wheelbase	TREAD		ENGINE						FLUID CAPACITIES					WHEEL ALIGNMENT		
		Front	Rear	No. Cylinders and Valve Arrangement	Bore and Stroke	Taxable H. P.	Max. Rated H. P. at R. P. M.	Max. Torque at R. P. M.	Piston Displacement (Cu. In.)	Standard Compression Ratio	Crankcase Cap. (Qtz.)	Transmission (Au.) (Pa.)	Fuel Tank (Gals.)	Cooling System (to Water) (Qtz.)	Caster (Degrees)	Camber (Degrees)	Toe-In (In.)
BUICK Special	112	56	56	V8I 3.50x2.80	39.2	155@4600	220@2400	215	8.8-1	4	12	16	12	12	—1/2	0 to 1/4	1/2 to 3/4
BUICK Le Sabre	123	62	61	V8I 4.125x3.68	54.45	250@4400	384@2400	364	10.25-1	4	24	20	17	17	—1/2	1/4	1/2 to 3/4
BUICK Invieta	123	62	61	V8I 4.1875x3.64	56.11	325@4400	445@2400	401	10.25-1	4	24	20	17	17	—1/2	1/4	1/2 to 3/4
BUICK Electra	126	62	61	V8I 4.1875x3.64	56.11	325@4400	445@2400	401	10.25-1	4	24	20	17	17	—1/2	1/4	1/2 to 3/4
CADILLAC 62 Sedan, 62 Coupe, 62 Coupe de Ville, 62 Sedan de Ville, 60 Fleetwood, 62 Eldorado and Biarritz	129.5	61	61	V8I 4x3.875	51.2	325@4800	430@3100	396	10.5-1	5	18	21	18 1/2	18 1/2	—1/2 to —1 1/2	F	1/2 to 1/4
CADILLAC Fleetwood 75	149.8	61	61	V8I 4x3.875	51.2	325@4800	430@3100	390	10.5-1	5	18	21	18 1/2	18 1/2	—1/2 to —1 1/2	F	1/2 to 1/4
CHEVROLET 6	119	60.3	59.3	6I 3.56x3.94	30.4	135@4000	217@2000	235.5	8.25-1	5	9	20	17	17	0 to 1/2	+30' to +30'	1/2 to 3/4
CHEVROLET 8 (283 cu. in.)	119	60.3	59.3	V8I 3.875x3.5	48	170@4200	275@2200	283	8.5-1	4	9	20	17 1/2	17 1/2	0 to 1/2	+30' to +30'	1/2 to 3/4
CHEVROLET 8 (348 cu. in.)	119	60.3	59.3	V8I 4.125x3.25	54.5	250@4400	355@2800	348	9.5-1	4	19	20	21	21	0 to 1/2	+30' to +30'	1/2 to 3/4
CHEVROLET Corvair	108	54	54	6A 3.4375x2.6	28.4	230@4800	300@3000	283	9.5-1	5	9	16.4	15 1/2	15 1/2	2 to 30'	0 to 30'	0
CHEVROLET Corvette	102	57	59	V8I 3.875x3.5	48	230@4800	300@3000	283	9.5-1	5	9	16.4	15 1/2	15 1/2	2 to 30'	0 to 30'	0
CHRYSLER Newport	122	61	59.7	V8I 4.12x3.38	54.3	265@4400	380@2400	361	9-1	5	22	23	16	16	C	B	1/2
CHRYSLER Windsor	122	61	59.7	V8I 4.25x3.38	57.8	305@4600	410@2400	383	10-1	5	22	23	16	16	C	B	1/2
CHRYSLER New Yorker	129	61.8	62.2	V8I 4.18x3.75	55.9	350@4600	470@2800	413	10-1	5	22	23	16	16	C	B	1/2
CHRYSLER Imperial	129	61.8	62.2	V8I 4.18x3.75	55.9	350@4600	470@2800	413	10-1	5	22	23	16	16	C	B	1/2
COMET (144.3 cu. in.)	114	55	54.5	6I 3.5x2.5	29.4	85@4200	134@2000	144.3	8.7-1	3 1/2	15	14	8.7	8.7	1 1/2 to 1 1/2	0 to 1 1/2	1/2 to 1/4
COMET (170 cu. in.)	114	55	54.5	6I 3.5x2.94	29.4	101@4400	156@2400	170	8.7-1	3.5	15	14	8.7	8.7	1 1/2 to 1 1/2	0 to 1 1/2	1/2 to 1/4
DE SOTO	122	61	59.7	V8I 4.12x3.38	54.3	265@4400	380@2400	361	9-1	5	22	20	16	16	C	B	1/2
DODGE Lancer	106.5	56	55.5	6I 3.4x3.125	27.7	101@4400	155@2400	170	8.2-1	4	15	13	11	11	C	B	1/2
DODGE Dart 6	118	61.5	60.1	6I 3.4x4.125	27.7	145@4000	215@2800	225	8.2-1	4	15	20	13	13	C	B	1/2
DODGE Dart 8	118	61.5	60.2	V8I 3.91x3.31	48.9	230@4400	340@2400	318	9-1	5	20	20	13	13	C	B	1/2
DODGE Polara	122	61.5	60.2	V8I 4.12x3.38	54.3	265@4400	380@2400	361	9-1	5	19	20	16	16	C	B	1/2
FORD Fairlane 6	119	61	60	6I 3.62x3.6	31.54	135@4000	200@2000	223	8.4-1	4	20	20	15	15	1/2	1/4 to 1	1/2 to 1/4
FORD Fairlane 500 8 and Galaxie (292 cu. in.)	119	61	60	V8I 3.75x3.3	45	175@4200	279@2200	292	8.8-1	5	20	20	19	19	1/2	1/4 to 1	1/2 to 1/4
FORD Fairlane 500 8 and Galaxie (352 cu. in.)	119	61	60	V8I 4x3.5	51.2	220@4400	336@2400	352	8.9-1	5	20	20	19.5	19.5	1/2	1/4 to 1	1/2 to 1/4
FORD Fairlane 500 8 and Galaxie (390 cu. in.)	119	61	60	V8I 4.05x3.78	52.49	300@4600	428@2800	390	9.6-1	5	20	20	19.5	19.5	1/2	1/4 to 1	1/2 to 1/4
FORD Falcon (170 cu. in.)	109.5	55	54.5	6I 3.5x2.94	29.4	101@4400	156@2400	170	8.7-1	4 1/2	12 1/2	14	8.7	8.7	1/2 to 1 1/2	0 to 1	1/2 to 1/4
FORD Thunderbird	113	61	60	V8I 4.05x3.78	52.49	300@4600	427@2800	390	9.6-1	5	20	20	19.5	19.5	1/2 to 1 1/2	0 to 1	1/2 to 1/4
FORD Falcon (144.3 cu. in.)	109.5	55	54.5	6I 3.5x2.5	29.4	85@4200	138@2000	144.3	8.7-1	4 1/2	13 1/2	14	8.7	8.7	1/2 to 1 1/2	0 to 1	1/2 to 1/4
LINCOLN Continental	123	62.1	61	V8I 4.3x4.7	59.17	300@4100	465@2000	430	10-1	5	23	21	22	22	0 to —90'	0 to 45'	.063 to .188
MERCURY Meteor 600	120	61	60	6I 3.62x3.6	31.54	135@4000	200@2000	223	8.4-1	4	19	20	15	15	1/2	1/4 to 1	1/2 to 1/4
MERCURY Meteor 800 and Monterey (292 cu. in.)	120	61	60	V8I 3.75x3.3	45	175@4200	279@2200	292	8.8-1	5	20	20	19	19	1/2	1/4 to 1	1/2 to 1/4
MERCURY Meteor 800 and Monterey (352 cu. in.)	120	61	60	V8I 4x3.5	51.2	220@4400	336@2400	352	8.9-1	5	20	20	19.5	19.5	1/2	1/4 to 1	1/2 to 1/4
MERCURY Meteor 600 and Monterey (380 cu. in.)	120	61	60	V8I 4.05x3.78	52.5	300@4600	427@2800	390	9.6-1	5	20	20	19.5	19.5	1/2	1/4 to 1	1/2 to 1/4
OLDSMOBILE F85	112	56	56	V8I 3.5x2.8	39.2	155@4800	210@3200	215	8.75-1	4	12	16	11	11	—1/2 to —1 1/2	0 to +3/4	1/2
OLDSMOBILE 88	123	61	61	V8I 4.125x3.687	54	250@4200	405@2400	394	8.75-1	4	11	20	19 1/2	19 1/2	0 to —1	—1/4 to +3/4	0 to 1/4
OLDSMOBILE Super 88	123	61	61	V8I 4.125x3.687	54	325@4600	435@2800	394	10-1	4	11	20	19 1/2	19 1/2	0 to —1	—1/4 to +3/4	0 to 1/4
OLDSMOBILE 90	126	61	61	V8I 4.125x3.687	54	325@4600	435@2800	394	10-1	4	11	20	19 1/2	19 1/2	0 to —1	—1/4 to +3/4	0 to 1/4
PLYMOUTH 6 Savoy, Belvedere and Fury	118	60.9	59.6	6I 3.4x4.125	27.7	145@4000	215@2800	225	8.2-1	4	15	20	13	13	C	B	1/2
PLYMOUTH 8 Savoy, Belvedere and Fury	118	60.9	59.6	V8I 3.91x3.31	48.9	230@4400	340@2400	318	9-1	5	20	20	20	20	C	B	1/4
PLYMOUTH Super Fury 8	118	60.9	59.6	V8I 3.91x3.31	48.9	230@4400	345@2800	318	9-1	5	19	20	20	20	C	B	1/4
PLYMOUTH Valiant	106.5	56	55.5	6I 3.4x3.125	27.7	101@4400	155@2400	170	8.2-1	4	15	13	11	11	C	B	1/2
PONTIAC Catalina and Ventura	119	62.5	62.5	V8I 4.06x3.75	52.8	215@3600	390@2000	389	8.6-1	4	12	25	18 1/2	18 1/2	—1 1/2 to 1 1/2	+1/4 to 1/4	0 to 1/4
PONTIAC Star Chief and Bonneville	123	62.5	62.5	V8I 4.06x3.75	52.8	235@3600	402@2000	389	8.6-1	4	18	25	18 1/2	18 1/2	—1 1/2 to 1 1/2	+1/4 to 1/4	0 to 1/4
PONTIAC Tempest 4	112	56.8	56.8	4I 4.6x3.75	26.4	100@3800	190@2000	194.5	8.6-1	4	4	15.5	11.6	11.6	—1.40' to +1/2	+0.8' to +1/2	0 to 1/4
PONTIAC Tempest 8	112	56.8	56.8	V8I 3.5x2.8	39.2	155@4600	220@2400	215	8.8-1	4	4	15.5	11.6	11.6	—1.40' to +1/2	+0.8' to +1/2	0 to 1/4
RAMBLER American—De Luxe and Super	100	54.62	55	6I 3.125x4.25	23.44	90@3800	160@1600	195.6	8-1	4	20	20	11	11	D	0 Prf.	1/2 to 1/4
RAMBLER American Custom	100	54.62	55	6I 3.125x4.25	23.44	125@4200	180@1600	195.6	8.7-1	4	20	20	10	10	D	0 Prf.	1/2 to 1/4
RAMBLER 8	108	57.75	58	6I 3.125x4.25	23.44	127@4200	180@1600	195.6	8.7-1	4	20	20	9 1/2	9 1/2	E	0 Prf.	1/2 to 1/4
RAMBLER 8	108	58.75	59.12	V8I 3.5x3.25	39.2	200@4900	245@2500	250	8.7-1	4	20	20	19	19	E	0 Prf.	1/2 to 1/4
RAMBLER Ambassador	117	57.75	59.12	V8I 4x3.25	51.2	250@4700	340@2600	327	8.7-1	4	22	20	18	18	E	0 Prf.	1/2 to 1/4
STUDEBAKER Lark 8	108.5	57.37	56.56	6I 3x4	21.6	112@4500	154@2000	169.6	8.5-1	5	18	18	11	11	1/2 0 Prf.	0 to +1	1/2 to 1/4
STUDEBAKER Lark 8	108.5	57.37	56.56	V8I 3.56x3.25	40.6	180@4500	260@2800	259.2	8.8-1	5	18	18	17	17	1/2 0 Prf.	0 to +1	1/2 to 1/4
STUDEBAKER Hawk Coupe	120.5	57.37	56.56	V8I 3.56x3.62	40.6	210@4500	300@2800	289	8.8-1	5	18	18	17	17	—1 1/2 to —3	0 to +1/2	1/2 to 1/4

ABBREVIATIONS

A—Horizontally opposed.
B—Left + 1/2, right + 1/2.
C—Power steering + 1/2 to 1/2.
Manual = 1/2.

D—Manual steering + 1/2 Prf.
Power steering + 2 Prf.
E—Manual steering + 1/2 Prf.
Power steering + 1 Prf.
F—Left + 1/2 to 1/2, right + 1/2 to —1/2.

I—Valve-in-head
L—L-head.
Prf.—Preferred.

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1961 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE AND MODEL	ELECTRICAL TUNE-UP								Bat.	FUEL SYSTEM		VALVES		
	Breaker Gap (.0)	Cam Angle (Degrees)	Contact Arm Spring Tension (Ozs.)	Ignition Timing (Degrees)	Timing Mark Location	Spark Plug Gap (.0)	Spark Advance (Max. Centrif. (Degrees))	Spark Advance Max. Vac. (Degrees)		Cap. & Ter. Grd.	Carb. Mfr.	Fuel Pressure (Lbs.)	Tappet Clearance Intake (.0)	Tappet Clearance Exhaust (.0)
BUICK Special	13-19	30±1	19-23	7.5@1050rpm	VD	30-35	17@2100	17.5@16"	40N	RP	4½-5¼	Au	Au	29bte
BUICK Le Sabre	13-19	30±1	19-23	12@400	VD	30-35	22@3800	17.5@18"	70N	RP-St	5-6¼	Au	Au	31bte
BUICK Invicta and Electra	13-19	30±1	19-23	12@400	VD	30-35	22@3800	17.5@18"	70N	RP-Ca	5-6¼	Au	Au	33bte
CADILLAC (All Models)	16	28-32	19-23	5@480	VD	35	9@2000	12@20"	70N	RP-Ca	5¼-6½	Au	Au	39bte
CHEVROLET 8	19	28-35	19-23	5bte	FW	33-38	10@1400	22@15.5"	53N	RP	3½-4½	Au	Au	16bte
CHEVROLET V-8 (283 cu. in.)	19	26-33	19-23	4bte	VD	33-38	28@3750	15@15.5"	53N	RP-Ca	5¼-6½	Au	Au	18bte
CHEVROLET V-8 (348 cu. in.)	19	26-33	19-23	8bte	VD	33-38	24@4600	15@15.5"	61N	RP-Ca	5¼-6½	Au	Au	18½bte
CHEVROLET Corvair	19	32-34	19-23	4bte	CsP	35	32@3600a	23@15.2b	35N	RP	5¼-6½	Au	Au	43bte
CHEVROLET Corvette	19	26-33	19-23	4bte	VD	33-38	28@3700	15@15.5"	53N	Ca	5¼-6½	Au	Au	12½bte
CHRYSLER Newport	14-19	27-32	17-21.5	10bte	VD	35	24@4100	22@15"	60N	St	4-5	Au	Au	15bte
CHRYSLER Windsor	14-19	27-32	17-21.5	10bte	VD	35	24@4100	22@15"	60N	Ca	4-5	Au	Au	15bte
CHRYSLER New Yorker and Imperial	14-19	27-32	17-21.5	10bte	VD	35	21@4600	22@15"	70N	Ca	4-5	Au	Au	15bte
COMET (144.3 cu. in.)	24-26	35-38	17-20	C	CsP	32-36	F	28@5.35"	40N	Ho	4-5	16	16	15bte
COMET (170 cu. in.)	24-26	35-38	17-20	10@500	CsP	32-36	F	19.8@3.3"	40N	Ho	4-5	16	16	15bte
DE SOTO	14-19	27-32	17-21.5	10bte	CsP	35	24@4100	26@16"	60N	St	4-5	Au	Au	13bte
DODGE Lancer	17-23	40-45	17-21.5	2.5bte	CsP	35	27@3850	25@14.5"	50N	Ca	4-5	10	20	8bte
DODGE Dart 6	17-23	40-45	17-21.5	2.5bte	CsP	35	25@4400	20.6@12"	50N	Ca	4-5	10	20	8bte
DODGE Dart 8	14-19	27-32	17-21.5	5bte	CsP	35	25@4600g	30@17"	50N	St	4-5	10	18	17bte
DODGE Polara	14-19	27-32	17-21.5	10bte	CsP	35	24@4100	26@16"	60N	St	4-5	Au	Au	15bte
FORD Fairlane 6	24-28	35-38	17-20	10@500	VD	32-36	F	26@8.3"h	55N	Ho	4-5	19	19	23bte
FORD Fairlane 500 8 and Galaxie (292 cu. in.)	14-16	26-28½	17-20	10@500	VD	32-36	23@4000	25@19"h	55N	Ford	4½-5½	18	18	12bte
FORD Fairlane 500 8 and Galaxie (352 cu. in.)	14-16	26-28½	17-20	6@500	VB	32-36	23@4000	25@16"h	65N	Ford	4½-5½	Au	Au	22bte
FORD Fairlane 500 8 and Galaxie (390 cu. in.)	14-16	26-28½	17-20	6@500	VD	32-36	23@4000	15@17"h	65N	Ford	4½-5½	Au	Au	26bte
FORD Falcon (144.3 cu. in.)	24-26	35-38	17-20	C	CsP	32-36	F	28@5.35"	40N	Ho	4-5	16	16	15bte
FORD Falcon (170 cu. in.)	24-26	35-38	17-20	4bte	CsP	32-36	06@0"	24½@3.1"	40N	Ho	4-5	16	16	15bte
FORD Thunderbird	14-16	26-28½	17-20	6@500	VD	32-36	23@4000	15@17"	65N	Ford	4½-5½	Au	Au	26bte
LINCOLN Continental	15	26-28½	17-20	6bte	VD	34	30@4000	22@18"	80N	Ca	5-6	Au	Au	22bte
MERCURY Meteor 600	24-28	35-38	17-20	10@500	VD	32-36	F	26@8.3"	55N	Ho	4-5	19	19	23bte
MERCURY Meteor 800 and Monterey (292 cu. in.)	14-16	26-28½	17-20	10@500	VD	32-36	23@4000	25@19"	55N	Ford	4½-5½	18	18	12bte
MERCURY (352 cu. in.)	14-16	26-28½	17-20	6@500	VD	32-36	26@4000	25@16"	65N	Ford	4½-5½	Au	Au	22bte
MERCURY (390 cu. in.)	14-16	26-28½	17-20	6@500	VD	32-36	23@4000	15@17"	65N	Ford	4½-5½	Au	Au	26bte
OLDSMOBILE F85	13-18	28-32	19-23	5bte	CsP	40	26@4200	25@16"	40N	RP	4-5¼	Au	Au	22bte
OLDSMOBILE Dynamic 88	16	28-32	19-23	5bte	VD	30	26@4400	23½@21"	60N	RP	5-6	Au	Au	14bte
OLDSMOBILE Super 88 and 98	16	28-32	19-23	5bte	VD	30	26@4400	23½@21"	70N	RP	5-6	Au	Au	11bte
PLYMOUTH 6 Savoy, Belvedere and Fury	17-23	40-45	17-21.5	25bte	CsP	35	25@4400	20.6@12"	50N	Ca	4-5	10	20	8bte
PLYMOUTH 8 Savoy, Belvedere and Fury	14-19	27-32	17-21.5	5bte	CsP	35	20@4600	30@17"	50N	Ca-St	4-5	10	18	17bte
PLYMOUTH Super Fury	14-19	27-32	17-21.5	10bte	CsP	35	19@4400	23@13.2"	50N	Ca	4-5	10	18	13bte
PLYMOUTH Valiant	17-23	40-45	17-21.5	2.5bte	CsP	35	26@3850	25@14.5"	50N	Ca	4-5	10	20	8bte
PONTIAC Catalina and Ventura	16	30±2	19-23	6bte	CsP	33-38	22@3600	20@15"	K	RP	5½-6½	Au	Au	14bte
PONTIAC Star Chief and Bonneville	16	30±2	19-23	6bte	CsP	33-38	20@2850	20@17"	K	RP	5½-6½	Au	Au	14bte
PONTIAC Tempest 4	13-19	73-77	19-23	6bte	CsP	33-38	22@3750	20@15"	42N	RP	4-5¼	Au	Au	14bte
PONTIAC Tempest 6	13-19	28-32	19-23	5bte	VD	30-34	28@3700	16@15.7"	42N	RP	4-5¼	Au	Au	29bte
RAMBLER American De Luxe and Super	17-22	37-21	17-22	3bte	VD	33-37	14@4000	11@11"	40N	Ca	4-5½	16	18	10bte
RAMBLER American Custom	16	28-35	19-23	8bte	VD	33-37	22@4000	22@16.5"	45N	Ho	4-5½	12	16	12½bte
RAMBLER 6 De Luxe and Super	16	28-35	19-23	8bte	VD	33-37	22@4200	22@16.5"	45N	Ca-Ho	4-5½	12	16	12½bte
RAMBLER 8 De Luxe, Super and Custom	14-19	28-32	17-22	tdcgr	VD	33-37	36@3800	20@15"	50N	Ho	4-5½	Au	14	12½bte
RAMBLER Ambassador	14-19	28-32	17-22	tdcgr	VD	33-37	36@3800	20@15"	60N	Ho	4-5½	Au	Au	12½bte
STUDEBAKER Lark 6	17-22	37-41	17-22	2bte	VD	33-38	26@1800	16@13"	50N	Ca	3½-5¼	J	L	15bte
STUDEBAKER Lark 8 and Hawk Coupe	16	28-32	19-23	4bte	VD	33-38	26@2200	18@13"	50N	St	3½-5¼	J	L	11bte

ABBREVIATIONS

a—Powerglide 20@3600.
Super Turbo 24@4800.
Au—Automatic transmission.
Aut—Automatic.
Super Turbo 23@15.2".
b—Powerglide 23@16.2".
bte—Before top center.
C—2-bte manual, 6-bte automatic.
c—Super Turbo air 54bte.

Ca—Carter.
CsP—Crankshaft pulley.
d—Manual trans. 5bte.
Auto. trans. 10bte.
e—Manual trans. 5bte.
Auto. trans. 10bte.
F—Non centrifugal.
f—Auto. trans. 30°
FW—Flywheel.
g—Auto. trans. 5bte.

b—Automatic transmission.
Ho—Holley.
J—23-25.
K—50 or 60N.
L—25-27.
N—Negative
RP—Rochester Products.
St—Stromberg.
VD—Vibration damper.
x—Auto. trans. 20@4600.

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PHONE: FR 6-7741

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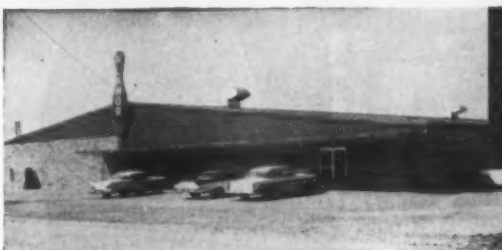
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NADA Group Insurance Refunds Eight Per Cent

AN EIGHT per cent refund on premiums paid in the year from September 1959 to September 1960 was scheduled to be mailed to dealers participating in the National Automobile Dealers Association executive group life insurance program, according to A. E. "Bob" White, chairman of the insurance trust.

The refund, White said, has been made possible by an unusually good record during the year. This year's record, he added, will determine whether refunds will be available at the end of 1961. In writing to present dealer participants, White pointed out that new enrollments—without physical examinations regardless of age—will be accepted in the program beginning Jan. 1.

Among those eligible for participation in the program are the dealer whose business is a sole proprietorship, partners in a partnership and the president of the company if the dealership is incorporated. Others include officers and general managers of dealerships, all department managers and commission salesmen who earn at least \$7,500 annually.

Marylanders Pick Irish For Presidency

CHARLIE Irish of Essex has been elected president of the Automobile Trade Association of Maryland, while Jack Kiefer and Tom O'Donnell were reelected vice president and secretary-treasurer, respectively.

New directors are Daniel B. Brooks, Foster W. Talbott and William D. Smith.

Almost 700 Maryland dealers and their friends attended the association's recent golden anniversary banquet. Surprise guests were Governor J. Millard Tawes and Mrs. Tawes.

McAtee of Barrett Dies in Missouri

EARL ROSS McAtee, 60, executive vice president of Barrett Equipment Co., St. Louis, died recently in Farmington, Mo., of pneumonia, following an operation.

McAtee joined Barrett in 1946 to direct the company's newly-formed brake school. Before he became executive vice president he personally directed all field training programs and the publishing of Barrett's monthly Brake School Bulletin Service.

THE ALL NEW 1961

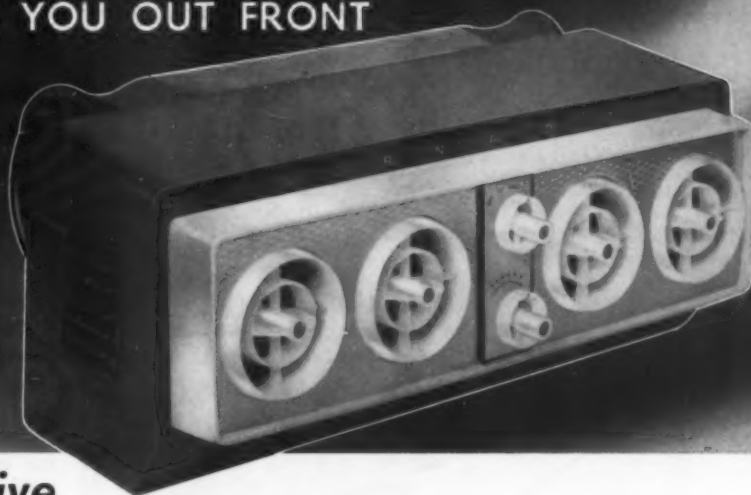
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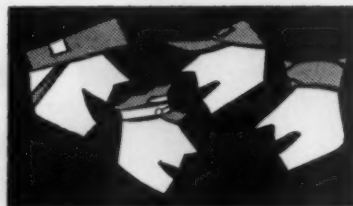
HAVE STAMPS: GOT BUS

Hoard those trading stamps carefully. You might want a new school bus some day.

That's what the Rev. Paul Ciangetti, 43-year-old priest of Mary Queen of Heaven parish, Erlanger, Ky., wanted, and recently a new 54-

passenger bus was delivered to the Mary Queen of Heaven School.

Cooperating with the Top Value Stamp Co. in Dayton, O., Father Ciangetti spearheaded a drive which began in September 1959 to collect 2,500 books containing 3,000,000 stamps as full payment for the bus. The "Redemption Center" was Su-



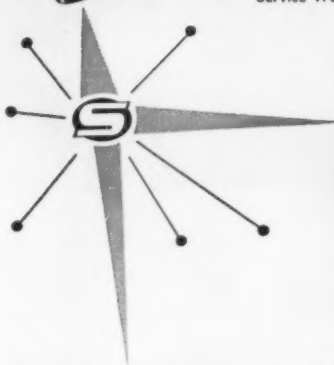
A column of informal comments about the automotive trade and its problems.

You'll get more PROFITABLE SERVICE SALES

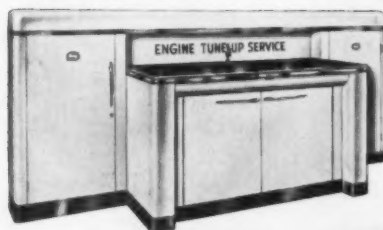
with Shure
Service Merchandising
Equipment



MODEL 9100
Service Work Bench



MODEL 9251
Service Merchandiser



MODEL 9205
Lowboy Service Merchandiser

- Service Merchandisers
- Steel Wall Paneling
- Portable Carts
- Display Shelving
- Cabinets and Lockers
- Work Benches
- Service Desks
- Tire Racks
- Tool Boards
- Desks and Chairs

WRITE FOR COMPLETE CATALOG

Shure
MANUFACTURING CORPORATION
1601 S. HANLEY RD. • ST. LOUIS 17, MO.

perior Coach Corp., Lima, O., where the bus was built as the parish neared its goal. Parochial schools in the Greater Cincinnati area and in six nearby states cooperated in the venture, along with friends of Father Ciangetti throughout the country.

SALUTES TARHEELS

Ocala, Fla.

Gentlemen:

Just finished reading "Automotive Spotlight" in the December 1960 issue and my hat is off to the Independent Garage Owners in North Carolina. I hope that all other garage owners will follow this movement and take up the chant, "Why Give Insurance Companies a Discount on Parts?"

They surely don't give us a discount on our insurance rates!

Come on, Florida! Let's go along with this movement and see if this practice can be eliminated here, too!

A. R. McMANUALS,
L & M Motors, Inc.,
(Lincoln-Mercury)

VIRGINIA'S SAFETY LAWS

San Antonio, Texas

Dear Sir:

In regards to "Louisiana Air Inspection Law," page 122 of your November issue, I recently moved

Address any comments to: Southern Automotive Journal, 806 Peachtree St., N.E., Atlanta 8, Ga.

SELL THE "PERFECT PAIR" FROM GABRIEL

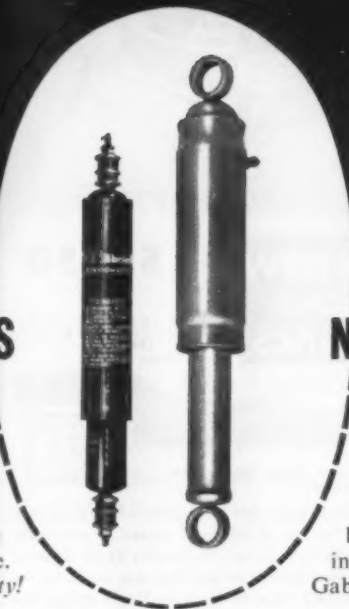
and get your share of the booming shock absorber market!

SHOCK ABSORBERS

Gabriel shock absorbers embody such quality features as exclusive O-Ring piston seal, which prevents leakage between piston and cylinder wall...greater piston exposure, for greater damping control... and the finest, most precise valving of any shock absorbers made. When you sell Gabriel you sell *quality!*

Without a doubt shock absorbers offer one of the biggest profit opportunities in the replacement market today. And it's a lead pipe cinch you'll do best with the great Gabriel line.

For Gabriel not only offers the Hydrosbox, finest standard shock made... Gabriel also offers two top-selling adjustable models — the Ajustomatic and the hefty Adjustable "E"—that let



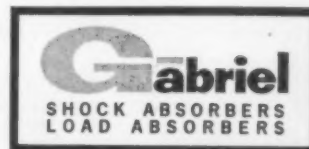
NEW LOAD-ABSORBERS

Gabriel Load-Absorbers help prevent dangerous rear end sag and side sway under heavy loads... deliver a safer, more comfortable ride under all load and road conditions. For a perfect combination, ask your customers to let you install Gabriel Ajustomatics in front and Gabriel Load-Absorbers in back!

each motorist select the ride he wants, for the roads he rides. And Gabriel rounds out the finest, most complete line in the industry with the incomparable Load-Absorber, the revolutionary new air-oil device that keeps every car at its level best.

So now is the time to tie in with Gabriel... and cash in on the hottest profit opportunity of the year!

The Gabriel Company
Cleveland 15, Ohio



here to San Antonio, Texas, from Alexandria, Va., where I was stationed in the Air Force. There I worked very closely with the Highway Safety Patrol of Virginia. I gave safety instructions to the airmen of my organization and inspected their cars for safety.

Virginia requires on its safety inspection that all original lights on a car work properly, that the brakes have at least three inches of clearance and that the emergency brake is capable of stopping the car in 25 feet when traveling at 15mph. The

law requires the pulling of the front wheels and checking the brake lining, checking the tie rods, kingpins, bushings and entire steering system. Muffler and tailpipe assembly must be airtight and may not be patched.

The front windshield, wing windows—if car is so equipped—and back window must be free of scratches; windshield wipers must work at set speed, blades and arms must be in good condition, horn must work properly, tires must have a specific amount of tread and be

free of breaks and boots.

I believe that this is a state with an inspection program that is very good, although rather strict, and that it is well worthwhile looking into for anyone interested in safety. In the opinion of us students here at EAS, safety on an automobile is of utmost importance.

JIMMY L. FLETCHER,
Student Public Relations
Chairman,
Easons Automotive School

CAN'T BEAT ORCHIDS

Cucuta, Colombia, S. A.

Gentlemen:

I would like to congratulate you on SOUTHERN AUTOMOTIVE JOURNAL. It is getting better as time "rolls by." It gives complete coverage of the Southern territory.

JOHN HOLCOMB,
Morrison-Knudsen

This reader was formerly in Meridian, Miss., where he was superintendent of a big automotive jobber's machine shop. He has also been in charge of off-the-road equipment near the North Pole. He's recognized as one of the top machine shop men to grow up in the South. He's now with a big construction outfit in South America.

LADIES, BE AN ENGINEER

No longer must a woman feel that all life holds in the way of a career is (1) a daily round of cooking, marketing, housekeeping and PTAing, (2) a "nice little office job," or, at the most, (3) a position in a more lady-like profession, such as school teaching, nursing, etc. Now that woman can take her place at the drafting table, if she desires.

The opportunity for women engineers was never greater, according to a woman who has pioneered as an automotive engineer.

Miss Virginia Sink, a project engineer at Chrysler Corp.'s Engineering Division, says she firmly believes that women can find a place in this competitive scientific field.

"A woman in the profession of engineering is no freak—nor less feminine because she has a mathematical and scientific mind," she said. "By appearance you cannot pick her out of a crowd of business women, if you tried.

"The idea that engineering is almost exclusively a man's profession is a strong deterrent to young women who might otherwise take up engineering careers. Thousands of

CHOICE of the EXPERTS

BLACK JACK

More nearly duplicate a top Black Magic than any other black product on the market. At its phenomenally low price, it is a better plastic than the next seven top brands on the market.



BLACK MAGIC

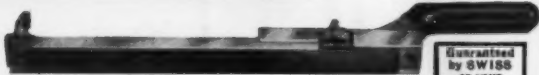
The body mender that made black the magic color, and cream the magic hardener. The most widely imitated product on the market but never duplicated. May cost a few pennies more, but worth dollars more because it fills more.

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The Amazing File that Turns Filing "Down Time" Into Profits

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E. M. LYNN, President
HOME OFFICE: 928 Grand Ave., Kansas City 6, Missouri

women receive degrees in mathematics and science who might have become good engineers if they had been advised of their capabilities and informed that the profession was open to them. Some women just don't know about engineering as a profession for them in time to prepare themselves to do much about it."

The biggest advantage for a woman engineer, she said, is being a woman:

"A woman has greater manual dexterity than a man. She has the

woman's point of view which certainly pays off if the product is to be used by a woman. She has greater patience and pays more attention to details."

Moreover, Miss Sink pointed out, "the salaries on any grade level are generally higher than those for women in other professions."

A COMPACT ADVANTAGE

Still another advantage can be claimed by the ever-popular com-

pact cars—that of portability.

Mary M. Lyon, a member of SOUTHERN AUTOMOTIVE JOURNAL's Atlanta family, owns an Anglia, which one day recently developed a slow tire leak. She stopped by a service station to have the tire changed and was considerably surprised to hear the attendant remark:

"Aw, I don't want to fool with that!"

He was speaking of the miniature jack which is part of the small car's equipment. Instead of jacking the car up to remove the tire, he and a helper lifted the front-end off the ground (with Mary still in the car) and held it there while another attendant made the tire switch. Because the men were obviously enjoying themselves immensely, as indicated by their laughter, the owner later expressed a fear that they might drop her, car and all!

TEXANS TOP DRIVE-INERS

Texas leads all other states in its number of drive-in theaters, claiming 482 of the 4,700 such establishments in the United States, according to the Automobile Manufacturers Association.

North Carolina also likes those double features, following Texas with 256 drive-ins.

40-YEAR WISHES

Atlanta, Ga.

Gentlemen:

Have just received and enjoyed reading your letter announcing the 40th anniversary of your good company. We take this opportunity to extend our congratulations and good wishes to you folks for another 40 years of success and service to the trade.

C. D. KELLER,
Zone Manager,
American Motors Sales Corp.

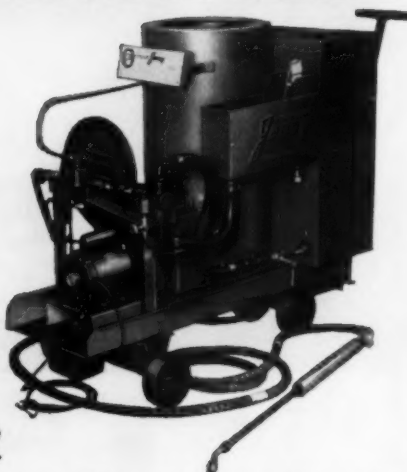
LIGHT ON THE DASH

Magnesium, the lightest of metals used in the 1961 Dodge Lancer, has found its way right up front where everyone can see it—on the dashboard.

The Lancer's instrument cluster housing and heater-defroster-transmission control housings are made of magnesium. Dodge Chief Engineer George Gibson said the Lancer is the only 1961 Chrysler Corp. car using the metal. Total weight of the

NEW SUPER-POWERED "750" HYPRESSURE JENNY®

100 GALLONS
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PUMP
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SAME LOW, LOW PRICE
plus the features that make Jenny the
world's most practical steam cleaner.

- Greatest steam cleaner buy ever offered . . . Homestead's new Super-Powered "750" Hypressure Jenny with 100 gph positive displacement pump!
- Two great options: cost-cutting nozzle control for remote operation and machinery cover for protection of all working parts.
- New design swivel cleaning gun blasts grease and dirt with less operator fatigue.
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517 Jarvis St., Toronto 5, Ontario. (C.S.A. approved.)

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HANDY
COUPON

Please rush me full information about Homestead's new super-powered "750" Hypressure Jenny Steam Cleaner.

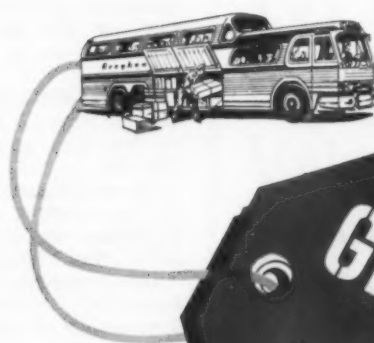
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Got a shipment going hundreds of miles? Get it out by 9 A.M....it arrives the same day! Got a shipment going about 50 miles? Ship it out around 9 A.M....it's there by noon!

Whatever the destination of your shipment, chances are, a Greyhound is going there anyway...*right to the center of town.* Greyhound travels *over a million miles a day!* No other public transportation goes to so many places—so often.

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IT'S THERE IN HOURS...AND COSTS YOU LESS!

Lancer housings, which are die cast, is 3½ pounds.

Magnesium is only two-thirds as heavy as aluminum and its supply is inexhaustible. In fact, the supply is so great that figures stagger the imagination.

Hidden within each cubic mile of sea water are nearly 12 billion pounds of magnesium—and there are 346 billion cubic miles of sea water. One bathtub full of sea water holds a pound of the metal.

"If magnesium were produced at the rate steel is today," Gibson said,

"and if this production were continued for 1,000 years, the magnesium content of the world's oceans would be reduced by about one hundredth of one per cent."

THANK YOU, SUHI

Scott, Miss.

Gentlemen:

The JOURNAL is a good line of information on some jobs we run into in our shop. I carry it home with me and then when I finish with it,

we put it in the file for future use in the shop.

K. C. WALTERS

HONORING "DIXIE'S" AUTHOR

Daniel Decatur Emmett, a native of Mount Vernon, O., mentioned in these pages several months ago as the Yankee-born composer of "Dixie," has joined Thomas Alva Edison, Charles F. Kettering and other famous Ohioans whose portraits hang in the Teen-Age Hall of Fame in Ohio's state house.

Emmett was born Oct. 29, 1815, and died in 1904.

Besides "Dixie" and "Old Dan Tucker," other famed compositions from Emmett's pen include "Turkey in the Straw," "Old Zip Coon," "Jordan Am a Hard Road to Trable" and "The Blue Tail Fly."

BRAKE DRUM CARE SPREADS

Jacksonville, Fla.

Dear Sir:

We would just like to congratulate you on the article by H. C. Buchanan of Charlotte, N.C., entitled "Watch Those Brake Drums," which appeared in the December issue of SOUTHERN AUTOMOTIVE JOURNAL. It is most accurate and very timely.

We would greatly appreciate obtaining your permission to reprint this article, with proper credit, for distribution among our distributors throughout the United States and Canada.

B. H. THOMAS,
Executive Secretary,
National Wheel and Rim
Association

NADA Atlanta Session To Size Up Compacts

"MAKING Money—Compacts and All" will get a going over by a panel of experts during a regional business management conference to be held by the National Automobile Dealers Association at the Dinkler Plaza Hotel in downtown Atlanta, Ga., Feb. 28.

Panel chairman will be John H. Lander of Lander Motors, Inc., Atlanta, NADA director from Georgia and former NADA treasurer. Other panelists will be Thomas E. Costello, president of Costello-Kunze, Inc. (Ford-Falcon), Jennings, Mo.; Martin H. Bury of Wilkie Buick Co., Philadelphia, Pa., and Louis W. King of King Motor Co. (Oldsmobile), Fort Lauderdale, Fla.

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a tall
profit



and get these tall drink glasses, too!

FREE... Mac's Americana Collection of fine glassware. Eight beautiful 12½ oz. tumblers, the famous American Heritage series, in black and 22 carat burnished gold, yours free with 3 cartons (retail sizes only) of any Mac's products plus 6 pints of any Mac's cleaner: Mild Blend, Special or Dynamite. Order now, this tall offer expires March 31, 1961.

MAC'S

MAC'S SUPER GLOSS CO., INC.
Los Angeles 42 • Cincinnati 26

Dear Bill,

Sure thing, we're trying to take care of the seasonal troubles on the old cars and learn the bugs in the new ones and at the same time try to keep the sheep separated from the goats in recommending that the customer replace a car that promises to cost too much for repairs.

It used to be that most of our customers owned only one car and we could use only one standard for suggesting service jobs or that he replace it. But now the picture is different, with the majority of the regulars owning two or more cars with a different type of service for each one.

We keep our service record cards marked now with not only the make and model of the car, but with a notation about the type of service it is used for, and if it is the second or third vehicle in the family. If the second car is used for short city runs where the speed limits hold it down to 35mph or so, we don't consider it too good a prospect for wheel-balancing jobs and the like, and some units like overdrive may be locked out without question. On the other hand, the second car may be used for sports while the best car is used for town driving, so the service picture is different in each case.

Occasionally the customer may question why we want to change the oil more often on his wife's older-model errand car than on his new road car, so we like to be ready with the proper answer by knowing the service he gives them.

It's poor business to give the customer the idea you are nagging him for the type service work that the car does not require in the type of driving it receives. If we are to get our share of his service dollar, we have to help him distribute it where it will do the most good. And if we are to sell him the replacement car when he is ready to trade, we want to know what he intends to use it for, so we can get in on the proper level with a compact, a used car, or a new full-size car.

The second and third car may well be the best source of service business and we find that we may sell them cheaper paint jobs and seat covers in the appearance department, while the owner may never consider this type purchase for his first car. The mechanical line can often pick up jobs on the second or third car that this same customer never buys for his first car, since he trades before major work is required.

Many of our new-car customers,



NOW! Snap-in Valves at your fingertips...

This new dispenser pak costs no more than when you buy valves at 10 to a box.

And yet it puts valves where you want 'em — when you want them. Just reach a few inches from your tire changer and you have the two standard sizes of snap-in valves at your fingertips. An easy pull and you make up to 65¢ net profit.

The total package includes 50 valves. 30 T-151-R for 15" wheels and 20 T-13-R for 14" wheels. Valves are packed in translucent tubes (10 to a tube) which make a simple, visible inventory control.

Same price as when you buy 10 to a box...

50 valves cost \$20⁵⁰
and you will
gross from \$37⁵⁰_{up}

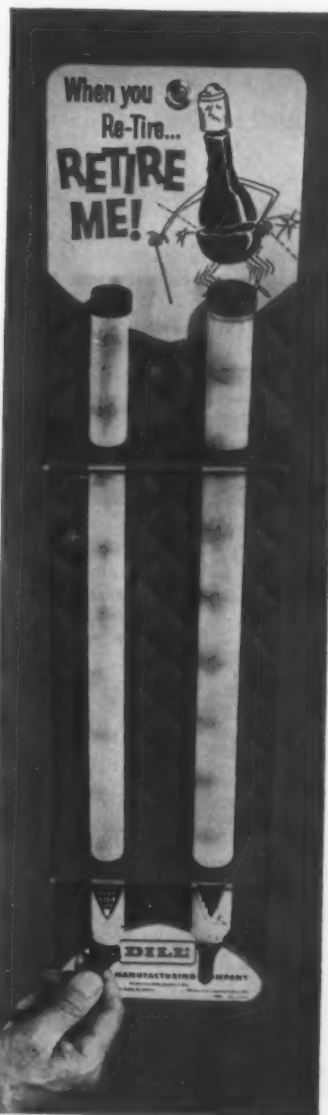
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who were surprised to find we would service their second and third cars more reasonable and without the shopping around for bargains they thought they had to do with these cars, have spent more money in our shop than they ever did before—and the sales department has sold them replacements in this category since we took an interest in their second-car needs.

Multiple-car owners, therefore, cause us to keep multiple records and wear two or three hats when we start recommending service or replacement in the various categories of use, but if they are going to split their service dollar among several cars, we surely intend to service as many cars as necessary to get our share of that dollar, so help us.

Yrs,
Ed.

Lubricants Are Engineered

(Continued from page 69)

The oil can thus have considerable detergency or cleansing power to remove existing deposits, combined with a large dispersancy or carrying power to prevent settling and the formation of new deposits.

Engineers have long been won-

dering what the average driver does to wear out his engine in normal service when they can set up an identical new engine on blocks in the laboratory, and run it steadily for hundreds of hours with little perceptible signs of wear. They now know that the engine parts in normal service are not worn out—they rust out!

Most engine wear is actually due

to rusting caused by condensation and chemical attacks of water and fuel acids, when engine jacket temperature and crankcase ventilation capacity are too low to vaporize and discharge these corrosive liquids.

At engine jacket temperature of 100° F. or less, engine wear is at least 15 times greater than at warm operating temperatures above 140°.



Among those attending the grand opening of Mike Persia Chevrolet of Greenville, S.C., were (l. to r.): Bruce Duncan, salesman; Rex H. O'Steen, president and general manager; Roy M. Smith, general sales manager, and Harry Moore, Chevrolet's district manager for the upper South Carolina region. The Greenville firm is the newest division of Mike Persia Enterprises, which also operates Chevrolet dealerships in New Orleans, San Antonio and Houston.

Spring Tonic for Automotive Dealers

A TWIN BONUS OFFER FROM RUST MASTER

SPECIAL RUSTMASTER MIXED PACK

FOR COOLING SYSTEMS
DEALER SPRING OFFER . . . EFFECTIVE JANUARY 1, 1961 through APRIL 30, 1961

SPECIAL LIMITED-TIME
FREE 3 CAN OFFER

24 CANS
at regular price
receive 3 cans
FREE
make \$3 bonus
PARTS NO. SP-3



PARTS NO. SP-3
24 cans plus 3 free cans — totals 27 cans for the price of 24. A \$3 bonus for you! This offer expires April 30, 1961

\$3 Merchandise Bonus inside

8 CANS Flush Master + ONE FREE CAN
8 CANS Rust Master + ONE FREE CAN
8 CANS Leak Master + ONE FREE CAN
24 CANS PLUS 3 FREE CANS = 27 CANS

RUST MASTER BONUS OFFER

ONE CASE FREE!
WITH
EVERY 4 CASES ORDERED!

Your choice of either 1 case of Rust Master 12 oz. "5B" or one case of Carb Master 16 oz. "8C" with ANY 4 CASES (consumer size) of these items . . .

RUST MASTER . . . 5B
FLUSH MASTER . . . 3B
CARB MASTER . . . 8C or 8C
SLUDG-MASTER . . . 6C
LEAK MASTER . . . 7A
TRANS MASTER . . . 11A
AEROSOL DEGREAS-MASTER . . . 12CA

This offer expires April 30, 1961

RUST MASTER CHEMICAL CORPORATION
WORCESTER 8, MASS., U. S. A.

**Now—a
Kool
Kooshion**

**for every
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**EVERY SIZE, PRICE
AND PATTERN!**



Now there's no reason in the world to stock and sell any ventilated seat cushion but Kool Kooshion — oldest and most respected name in the business. Complete Kool Kooshion lines give you the whole gamut to run. Frosty Tweeds® and Stripes featuring slant coil wire inner structure. St. Moritz, Bavarian and Economy — and Tweed and Stripe Klear-A-Kross® — with the new "flat-top" inner structure. Plus every size your customers could want: Regular, King Size and Klear-A-Kross®.

PLUS a price range that really does provide a Kool Kooshion for every pocket. Whatever YOU'RE looking for in ventilated seat cushions, ask about Kool Kooshion first.

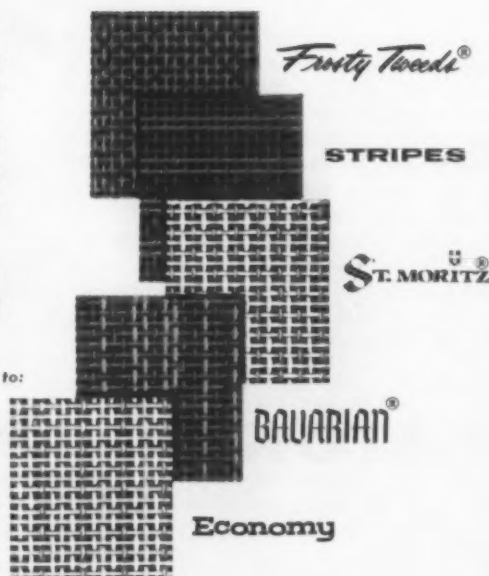
Phone your jobber, or write today for catalog and price sheets to:

Kool Kooshion Mfg. Co.

DYERSBURG, TENNESSEE

World's Largest Manufacturer of Ventilated Seat Cushions.

Booths 2066, 2067, and 2068—Statler Hilton



Straight mineral oils have but little rust-preventive ability, but certain dispersant-detergent additives do help prevent rust, since they physically displace water from metals and also combine with and neutralize acids.

The lubricating properties of straight mineral oil are often insufficient to maintain a film under the extreme pressures developed between, say, the valve lifters and cam lobes at certain low speeds and temperatures. It was found that certain extreme pressure additives

placed in the oil will contribute greatly to the wear resistance of these parts.

As mentioned before, combustion chamber deposits are largely due to short-haul, part-throttle driving where combustion temperatures are not high enough to burn oil and gasoline completely. The increased octane requirement of a carboned engine plus the danger of damaging preignition is an expensive result. It's been found that fully distilled motor oil burns away more cleanly after its lubrication job is finished

and it ends up in the firing chamber. So many manufacturers recommend the use of an oil most likely to contain such a distilled base oil.

It can be seen, then, that engine oil is as carefully engineered as the other parts of the engine it is designed to lubricate and protect. The present tendency to promote long periods between oil change will certainly be misunderstood by large portions of the driving public, and likely as not by some automotive servicemen.

Without a doubt an engine operating under ideal conditions can stretch the oil change period to double or more the recommended 2,000 miles of summer driving service. But for every car in this category, there will be drivers of a dozen start-stop-type vehicles which should have their oil changed short of the 2,000-mile summer driving recommendation.

The sensible reasoning on the oil change matter is to see that even the best heavy-duty crankcase oils are drained regularly and before their engine-protective additives are exhausted and their capacity to remove and contain fuel contaminants is exceeded. The Petroleum Institute recommends the following:

The API's Recommendations

In winter—change every 30 days.

In summer—change every 60 days.

But never to exceed 2,000 miles.

It's their reasoning that the happy medium will be contained in this safety margin.

The public's thinking has been changed on other similar matters, and it won't hurt them to do a bit of reasoning on this subject. Most of them now are not tricked into buying a used car "owned by a little old lady who drove only back and forth to the grocery store."

They aren't simply cagey and don't believe the story, they now know that this stop-go type of driving is actually the heaviest-duty type of service a car can get! They'd rather have a car that hit the road.

And many of them are now aware that oil shouldn't be changed simply because the dipstick shows it is black. They know that a good heavy-duty detergent oil will be dark within the first few minutes of use.

The economy of discarding the protective oil before it becomes destructive to an engine is certainly not a hard decision to make. Just don't lose sight of the odds in this gamble of saving a few cents by running it beyond the safety margin.

Now—a new,
faster-moving

**SAFETY
CAP!**

THE EATON "SAFE-CHEK" PRESSURE RADIATOR CAP

Greater safety appeal makes every car owner want it! Faster turnover and higher unit sale mean more profit. Here's the new way to really safe radiator checking. Just a quick turn of the release opens a valve permitting pressurized steam or boiling water to vent safely through the overflow. Valve stays open without attention while pressure escapes. Cap can then be safely removed. A turn back closes the valve and completely seals in the pressure again. No buttons to hold down. No levers to damage hood.

Cash in on this new fast-moving Eaton profit-maker. See your jobber or write direct.

THERMOSTATS • GAS TANK CAPS • LOCKING CAPS
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EATON MANUFACTURING COMPANY

STAMPING DIVISION • CLEVELAND 10, OHIO

IN CANADA: Eaton Automotive Canada Limited • London, Ontario



15-18 PSI
DISPLAY ASSORTMENT
SERVICES ALL
LATE MODEL CARS WITH
HIGH PRESSURE SYSTEMS

Order yours
today!



CHECK **UNITED** BRAKE FLUID

*for Safety
and Profits!*



BRAKE FLUID ENGINEERING TESTS	UNITED BRAKE FLUID	COMPETITIVE BRANDS				
		A	B	C	D	E
HIGH BOILING POINT 400° F.	✓			✓	✓	
FREE FLOW @ SUB ZERO -80° F.	✓			✓	✓	
RUBBER PARTS LUBRICATION	✓			✓	✓	
METAL PARTS PROTECTION	✓			✓	✓	
MISCIBILITY (with other approved Fluids)	✓			✓	✓	
RUBBER PRESERVATION	✓			✓	✓	
WATER ABSORPTION CAPACITY-6%	✓			✓	✓	

✓ S.A.E. APPROVED ✓ MEETS ALL FEDERAL SPECIFICATIONS ✓ CERTIFIED IN ALL STATES REQUIRING REGISTRATION ✓ BACKED BY THE NAPA SEAL OF QUALITY



ECHLIN *Ignition*

UNITED *Brake Parts*

THE ECHLIN MANUFACTURING COMPANY • BRANFORD, CONN.

UNITED PARTS DIVISION • CHICAGO, ILL.

ECHLIN - UNITED OF CANADA, LTD. • TORONTO

IGNITION & ELECTRICAL PARTS • HYDRAULIC & POWER BRAKE PARTS • BRAKE CABLES • BRAKE FLUID • SPEEDOMETER CABLES

You
buy
only
what
you
want

You
open
only
what
you
use

You
install
without
damage
surely,
quickly

LET **C/R**

SOLVE YOUR SEAL PROBLEMS



**TAILOR-MADE
SERVICE STOCKS**

**INDIVIDUALLY
PACKAGED**



One-Seal-To-The-Box



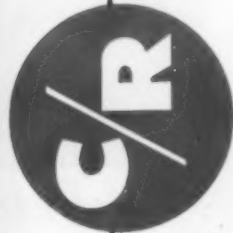
**NEW
REAR WHEEL
TOOL
SAVES TIME**

C/R offers you the industry's first and only tailor-made service stock. You select the seal you need to service the vehicle most often in your shop. Your C/R representative helps you supplied with the specified quantity of each item—you have no inventorying problems. And, if any items don't move, they're replaced without penalty with those in high local demand. Choice of handsome cabinets, above, display seal stocks conveniently, neatly. And ask about C/R's free bonus seals.

C/R Oil Seals now are packed one-to-the-box with big, bold "Here I Am" numbers. No more stocking of opened cartons...no "wrong sizes in right boxes"...no annoying losses...no doubt about how many of what seals you have—and you'll need the big stock numbers at a glance to get the seal size you want in a jiffy. Seals stay damage-free and factory-fresh until you use them. C/R part numbers appear on the inside of the tuck-in flap for positive cross reference. The new convenience of C/R unit packaging costs you nothing extra.

This new C/R combination tool for BOTH FRONT AND REAR WHEELS installs seals right every time without damage. Sliding sleeve has "centering cone" to position seals in rear axle housings. Use without sleeves for installing seals in front wheels. Carries complete with C/R Rawhide Hammer and full set of adapters. There's nothing else like it—nothing so handy—and only from C/R!

**YOUR C/R SUPPLIER WILL BE SEEING YOU
SOON ABOUT THESE NEW PROFIT BOOSTERS**



**CHICAGO RAWHIDE
MANUFACTURING COMPANY**
SERVICE SALES DIVISION
CHICAGO 22, ILLINOIS
SEAL OF PROVED PERFORMANCE

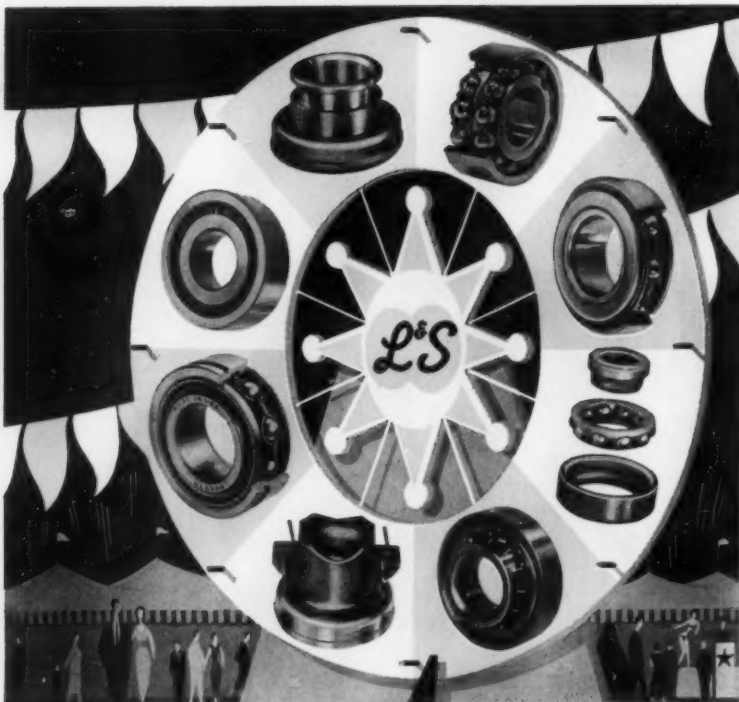


**SEAL EVERY SALE
FOR SAFETY...**

Get the facts about the big oil seal profit picture. Ask your C/R Supplier for a copy of the FREE new booklet or write direct!



Officers and a few of the members of the Greer, S.C., unit of the Independent Garage Owners of America are (l. to r.): front row, Burl Westmoreland, W. E. Hollfield, Warren "Coor" Scoggins, president, Mack Jenkins, secretary and treasurer; back row, Hubert Hill, vice president; James Johnson, G. Ben Bailey and Wiley Kidd. The unit was organized "only a short time ago," Jenkins said, and already has over 75% of the local garagemen on its membership roster.



A WINNER EVERY TIME

Jobbers... You take no chances when you stock L & S Bearings. You can sell them with complete confidence knowing they have been tried and proven. L & S Bearings are big sales-builders both for **you** and your **dealers**. Progressive jobbers will replace with L & S Bearings...

A winner every time.

VISIT OUR BOOTH NO. 2821, INTERNATIONAL AUTOMOTIVE SERVICE INDUSTRY SHOW, FEBRUARY 16-19, 1961

L&S BEARINGS

L & S BEARING CO. OKLAHOMA CITY, OKLAHOMA

Dealer's Business Volume

(Continued from page 70)

but will increase as time goes on.

Overproduction makes this a really competitive business. It takes a well-managed business and one wide awake to compete in today's automobile business. You have to go after business and sell a lot of cars on close margins.

Today if a man comes around and you don't get together, he will get a car at his figure. That's just how competitive it has become. You can't miss a deal now.

Inventories have changed, too. Forty years ago we didn't have to have over 10 or 12 cars in stock. Now a dealer needs 100—30 or 40 models. There are so many options now, too, including color schemes, air conditioning, power brakes, power windows and others. At first there was just the plain gearshift and a limited number of colors.

Today many almost get a custom-made car. That's about what some orders amount to.

A salesman now has to make a lot of contacts and work hard at the job—long hours if necessary. He must be alert and know competitors' cars. He must be more up-to-date than in the old days. An ordinary salesman can't do it. It takes high-type salesmanship.

We used to be open from 8 a.m. to 6 p.m. in the old days. Today lots of people stay open on Sundays—more than in the old days. But there is not a great deal of difference in human nature these days and in the old days. There are not many new tricks in selling. It is much the same thing over and over.

There are not many really new ideas. You just get told the same old thing you know and are now doing. That's what I usually find out.

There have been a lot of gimmicks in advertising and trading, but I believe those have about come to an end. People are not paying so much attention to those gimmicks

*For Top Values in
Top Automotive Lines*



See Our Representative

HIRSIG - BRANTLEY CO.
AMERICAN NATIONAL BANK BLDG.
JACKSONVILLE 7, FLORIDA

today.

I believe the automotive business is going through a shakedown period right now. Those able to ride it may have a brighter future. All a lot of dealers in business today have to sell is price. Sooner or later they will play out.

Service now counts for much.

Volume alone won't make a business a success. You've got to have some profit—a certain percentage of profit. Most dealers, true to themselves, would add about \$300 to invoice and say that is what it cost,

instead of going out and showing the invoice.

Our overhead back in the old days was not over \$2,000 a month. Now it's over \$16,000.

Hotter Air Conditioning

(Continued from page 81)

other advantage of the hang-on unit over one installed at the factory: "We tested a factory-installed unit and found it required 15hp, whereas, our dash unit required a maximum of three horsepower." Another says

national fleet leasing costs are down to \$100 a year for air conditioning, including a transfer once in four years.

Meanwhile, from an original start with passenger cars only, the market has fanned out to include standard passenger cars, compacts, foreign cars, light trucks, tractor trucks, buses, aircraft and foreign countries. The last two sectors of the market will be discussed first.

In the matter of aircraft, one manufacturer points with justifiable pride to the fact his units are installed in what is perhaps the world's most famous fleet of helicopters, a fact he is not permitted to use in his advertising. But a competitor counters that helicopters constitute the entire aircraft market, currently, because the FAA will permit nothing in a plane that robs the engine or engines of any horsepower.

Another—the one who expressed the intention of making no increase in production—does 40% of his business in foreign lands and has cultivated markets in England, Australia, Mexico, Venezuela, Indonesia and China.

Compact's No Tough Nut

The standard passenger car, of course, is a standard market, but now there is the compact and, contrary to some published impressions, the compact has not been a tough nut for "the industry" to crack. True, there have been design and engineering problems, but they have been licked and Business Manager Merrill reports that through November 15, 1960, association members installed 15,000 compact units last year. This was eight per cent of the installation total, he added.

Principal difficulty for the manufacturer designing a compact unit is this: he must wait until Detroit takes the wraps off new models. At least six of the eight manufacturers interviewed will have models for compacts.

Foreign cars: Some manufacturers avoid the foreign jobs like poison, saying practically every installation is a custom job. Some say they will not attempt to air-condition any vehicle with less than 60hp. Yet the manufacturer who expects a 300% increase has specialized in foreign cars and half of 1960's production into this type of car, although a decline is expected this year. This factory claims its specialization was made possible with a world-wide patented heat exchange hose, enabling air conditioning down to 32hp.

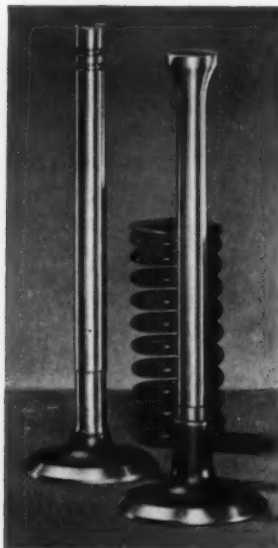


"I THOUGHT FOR A MINUTE WE WOULDN'T HAVE ENOUGH GAS TO GET HERE."

motor jobs turn out sweeter when you install . . .

Manley airchrome valves and springs

Manley Valve Corporation, 15th St. & Fairmount Ave., Philadelphia 30, Pa. Supplier to leading original equipment manufacturers. District Sales Representatives: Hirsig-Brantley Co., Jacksonville; J. S. Connell Co., Dallas.



Clardy

SEND FOR COMPLETE DEALER INFORMATION!

TRIPLE

BARREL

COVERAGE



CUST-O-MATIC

Three strategically placed adjustable cold air outlets that offer factory type convenience at a substantial savings to your customers and increased dealer profits. Compactness of unit presents terrific sales point. Retain maximum area after installation.

COOL CAR



You and your customers will like the outstanding appearance of the Clardy Cool Car unit for 1961 . . . looks like original equipment. You'll also like the ease of installation . . . the instant, cool performance and quiet operation.

ADVENTURER

For those who demand the ultimate . . . the Clardy Adventurer affords the finest in refrigerated automobile air conditioning. While the unit mounts neatly in the trunk, all controls are conveniently located on the dashboard.

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bama, East Tennessee,
South Virginia

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Atlanta, Georgia
PLaza 3-3800

Florida

Fred Schor
3551 N. W. 14th
Ave.
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Oklahoma, Arkansas,
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Another first by Clardy
Dual Belt Drive for most
late model cars. Designed
to give you added belt
life, quieter, smoother op-
eration.

CLARDY MANUFACTURING COMPANY

1728 LAYTON STREET

• P. O. BOX 7065 •

FORT WORTH, TEXAS

☐ I'm especially interested
in the Clardy Cust-O-Matic.

☐ Send me a "shot" of the
Clardy Triple Barrel Gal.

☐ I'd like to have complete
dealer information.

NAME _____

ADDRESS _____

FIRM _____

CITY _____

STATE _____

Generally, if the driver of a foreign car wants air conditioning, he can get it, but it costs perhaps \$100 extra. Some such cars, and even some American cars, require a new radiator, fan and condenser, not to mention labor of installation, hampered by close quarters.

Trucks: Light trucks, such as pickups, are no problem for any brand of hang-on unit. But the industry has about given up on the use of a dash unit that is powered by the engine of a tractor-trailer combination, for example. On a long

pull up hill, the unit does not produce cooling in sufficient quantity and there is danger of overheating and burning up the tractor engine.

Most satisfactory answer is the self-contained unit. That is, it is operated by an independent power-plant. The objection here comes from trucking companies. If the unit is light enough, it will not stand up. If heavy enough to endure, it cuts the truck's payload. For these reasons, not all of the association's members are interested in the heavy-truck field.

However, one circumstance would probably send them all into battle for this business. For practically all of them murmur a fond hope: "Now, if the union truck drivers ever get around to demanding air conditioning. . . ."

Buses: This is a relatively new and highly lucrative field for the three manufacturers who are after this business. However, one manufacturer disclaimed interest in this field because "the public transportation systems are all broke." One of those cultivating the bus field points out that here, as in the case of heavy trucks, the self-contained unit of no less than five tons of capacity is the only satisfactory approach.

In the matter of tonnage delivered, this same manufacturer emphasizes that 1½-ton capacity is the most that can be expected of a passenger-car or light-truck unit, competitive claims notwithstanding.

"Although the evaporator can do five tons," he explains, "no one in the industry is using an expansion valve with more than a 1½-ton rating."

'61 Could Be Greatest

To sum it up, this industry, with many of its infancy problems behind it, shows more and more signs of maturity. And 1961 could be its biggest year, regardless of increased interest in air conditioning by car factories.

Although not officially announced at this writing, association members will activate this year for the first time a warranty of 12,000 miles or 12 months, whichever deadline arrives first. The warranty will apply specifically to parts, and to labor where, in the judgment of the manufacturer, it is justifiable. One manufacturer said he would not be bound by the labor warranty because, "If you build quality into a unit, you don't need a guarantee."

There are other signs of maturity. The industry as a whole has extended itself to make proficient service available wherever the unit may go. Like the car makers, most members of the association are introducing new models annually and this year will see a number of new models designed for the small-horsepower compacts, and sports cars.

The industry has religiously embraced all improvements that come along. These include lighter, all-aluminum compressors. Less horsepower is required. Much of the noise has vanished from the hang-on unit. Control valves are being added so



LEE puts an oil refinery in your customers' cars!

Just like an oil refinery, a full-flow LEE Oil Filter not only removes sludge and grit, it also *neutralizes acids* which often form as a by-product of combustion. This dual-action purifying process—made possible by LEE's Resinweld® construction and unique antacid *Feridium®* anode—assures better engine performance, greater customer satisfaction.



Lee creates new concepts in filter design and efficiency

Every dual-action LEE filter gives you an extra profit margin as well as an extra sales feature: LEE Oil Filters remove dirt and neutralize acids; LEE Gas-O-Line Fuel Filters remove both sludge and water; LEE flame-proof Air Filters prevent under-hood fires caused by carburetor backfire. See your jobber today for the details.

LEE FILTERS pipe profits into your pocket

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THEY'RE MADE FOR EACH OTHER.



BOXED
KITS
OF FITTINGS
NUTS, BOLTS

to install
**MOTOR
MOUNTS**



**FOR QUICK EASY INSTALLATION
BETTER BUY BOTH**

A perfect combination to make motor mount installations less time consuming has just been created for YOU! Next time you buy replacement motor mounts be sure to ask for the handy "time-saver" installation kits. This is a separate box containing all the nuts, bolts, fittings, etc. to make your job easier, faster. Don't buy one without the other. You won't have to worry about shearing a bolt when removing a stubborn mount.

Call your favorite jobber.
He stocks a complete line of
Motor Mounts and Matching
Installation Kits.

See us at the I.A.S.I.
**PACIFIC AUTOMOTIVE
SHOW**
BOOTHS 2347-48-49



DOAN MANUFACTURING

A DIVISION OF ANCHOR INDUSTRIES, INC.
1725 LONDON ROAD • CLEVELAND 12, OHIO

102A

that the driver may dial and get the temperature he wants inside the car. And, finally, prices are either coming down or remaining stationary—which is the same thing, in that the price is the same for a better product.

It really looks like a good year for the industry. There is only one condition that could prevent another great increase in production, sales and installation: the weather.

But, as one manufacturer said, in this business they must be optimistic and they are—about normal South-

ern summer weather for 1961, which is hot. Another manufacturer made this observation:

"We've had two cool summers in a row. It's gotta be hot this summer."

Everyone in the industry hopes he's right.

Volume in "Automatics" (Continued from page 73)

Your skill steadily increases.

We give no estimates when a car is left here for an "automatic" re-



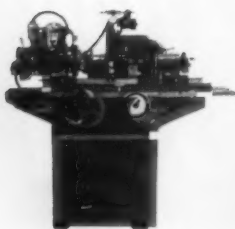
James O. Wright (shown here) is considered by many automotive prophets as among the top men being considered for the presidency of Ford Motor Co., succeeding Robert S. McNamara, who resigned to become secretary of defense. Wright was born in Norfolk, Va., 48 years ago and graduated from North Carolina State College "with high honors" in 1934. Currently he is vice president and group executive—car and truck divisions, previously held by McNamara. Henry Ford II is chairman of the board and president.



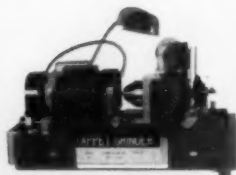
WHERE EQUIPMENT IS DESIGNED WITH THE OPERATOR IN MIND

Welcome to the IASI Show!

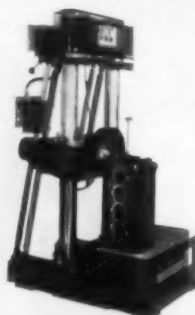
See these NEW MODELS and other Storm Vulcan
Engine Rebuilding Equipment at booths: 2046-47-48
2057-58-59



S-V Model 920 Crankshaft Grinder, designed for grinding small engine crankshafts such as Briggs & Stratton, Clinton, Renault, etc. makes grinding small crankshafts profitable.



Model 901—Tappet Grinder ... enables shops to recondition tappets with correct radius specified by manufacturer.



Model 60—Milling Machine ... mills heads and blocks vertically in 3' x 5' shop space. The only milling machine designed for automotive machine shops which permits block alignment from either end—the original surface—the pan rail—or, MAIN BEARING SADDLES!



LOW IN COST — HIGH IN PRODUCTION
Write for Free Literature on all S-V Equipment

Storm-Vulcan Inc.

MANUFACTURERS OF AUTOMOTIVE ENGINE REBUILDING EQUIPMENT
2225 Burbank Street • Fleetwood 1-3735 • Dallas 35, Texas

pair. You cannot tell until you tear it down. When the customer leaves his car, we tell him that he will get an estimate as soon as we locate defects and know the needed repairs and replacements.

Here's an example:

We were called in on a '56 Pontiac that had come to a dead stop. The automatic transmission was not operating at all. No estimate could be given. After disassembling, we found that no gears were left. Here we replaced a broken rear coupling and rebuilt the transmission, a job approximating \$250.

In another case where seals were leaking and had to be replaced because there was a loss of fluid, our sale came to a total of approximately \$45.

My point is that you cannot make an estimate until you know what is wrong. To make sure you know, you've got to disassemble. If you guess what is wrong with the automatic transmission in the car and miss by \$100, there is no way of recovering this money. Somehow you've got to absorb the loss.

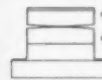
I cannot go along with the shop that takes a long guess on an estimate, and then revises its figures downward when the trouble was not so bad after all. They argue it makes the customer feel as if he were saving money. Momentarily it may, but he may reconsider and question your ability and honesty if you're



new

optical precision
mirror smooth

**POLISHED
TUNGSTEN
CONTACTS**



BOTH CONTACTS
have
EXTENDED RADII
for maximum
surface contact

another advance in
*"the Crown Jewels
of Ignition"*

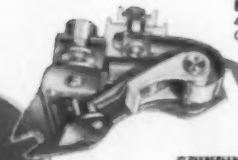
brings you a new,
never-before possible
freedom

from **blemishes**
pitting
misalignment

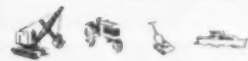
it all adds up to
... **PROFIT** for dealers
and extra value
for your customers

Filko
*Crown Jewels of
Ignition*

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GRINDING and POLISHING
for eyeglasses, microscopes and
telescopes are examples of precision
tolerances and perfection such as are
now embodied in the new mirror smooth
contacts in Filko Contact Sets for cars,
trucks, tractors, marine,
fractional h.p. engines.



See us at the I.A.S.I. Show
Booths No. 1223-24

G-1165

way off.

If a customer insists on an estimate with the automatic transmission in the car, we prefer letting the job go elsewhere. This method apparently has not hurt our sales for we have done no formal promotion whatsoever and our volume keeps rising through word-of-mouth promotion. The only profitable work in the transmission is good work—no comebacks.

Good work demands basically a replaced transmission that is absolutely clean. Cleaning thoroughly

every part before it is put back into the transmission is essential. Second, take extra time to check out your repair with a road-test. Make your inspection a complete one.

Having received my own training at a factory school when I was working for a dealership, I insist that my trainees attend factory schools. These three-week training periods cover theory, the disassembling, labeling of all units, identifying all parts in a unit, then reassembling the entire transmission.

This procedure is repeated for in-

creasing speed. Then special studies are made in detail of the valve body, clutches and servos. Several sessions of diagnosing and troubleshooting follow.

I select trainees who have an eager desire to learn the transmission. The man with resistance or reluctance through fear or some other emotional bias to learn should not be a candidate for a factory school. Three of us here have all had basic training in different units, and though all of us now can take on any transmission, we supplement each other's knowledge.

The trainee who has just returned from a factory school plunges into small or big jobs at once. He may adjust transmission bands and linkage, do minor repairs on the car without removing the transmission, like replacing servos or repairing rear oil pumps, or may overhaul the entire automatic transmission. He becomes productive immediately.

But as I said earlier, to make him profitably productive on each job as soon as possible, it is advisable for him to work under a specialist in your shop. In this way you maintain your shop's good reputation for capable work, avoid comebacks and accelerate return on your investment.

Outside of this, all you need is a small investment in pullers, transmission jacks, gauges and special tools that amount to about \$1,500.

Roosevelt Firm Named Jaguar Distributor

ROOSEVELT Automobile Co., Inc., of Washington, D. C., has been named distributor for Jaguar cars in a territory including Florida, Alabama, Georgia, the Carolinas and Tennessee. Johannes Eerdmans, president of Jaguar Cars, Inc., of New York, U. S. subsidiary of Jaguar Cars Ltd., Coventry, England, announced.

Headed by Franklin D. Roosevelt, Jr., the dealership has been distributing an imported economy car in its territory for the past three years, and reportedly established a record by accounting for 30% of that car's national sales.

AMA Picks Clynick for South

Charles A. Clynick has been named field representative for the Automobile Manufacturers Association in Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, Puerto Rico, South Carolina, Tennessee, Texas and the Virginias.

CHAMPION

with EXCLUSIVE OIL MONITOR

Prevents costly "down time" ... guards your equipment against losses by automatically disconnecting the compressor when the oil level drops below normal operating range.

Champion Air Compressors are available in single and two stage models ranging from 1/4 to 20 Hp.

SEE OUR CATALOG IN SWEET'S

OR WRITE FOR COPY

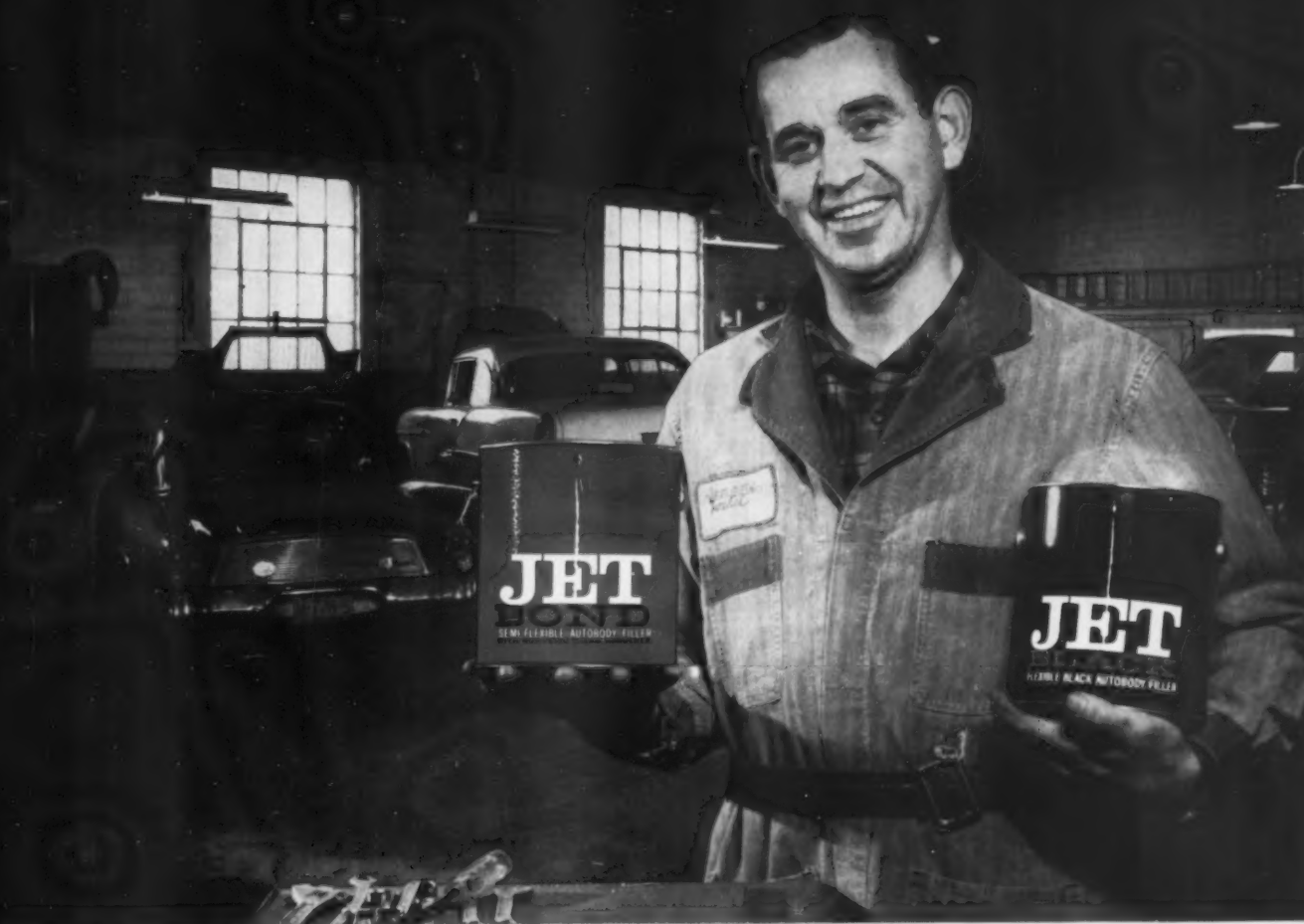
compressors/pumps/accessories



Representatives in Principal Cities

CHAMPION
PNEUMATIC
MACHINERY CO.
PRINCETON 3, ILLINOIS

COMPRESSORS



'BELIEVE ME...I'VE TRIED 'EM ALL AND THESE ARE THE BEST OF THE BUNCH!'

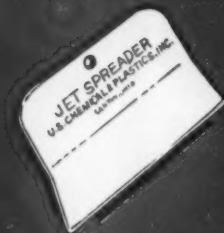
It's no wonder that Jet Black and Jet Bond flexible autobody fillers are making a hit with bodymen everywhere. Jet Black is the original black flexible autobody filler . . . has been sold under private brand labels for many years.

And now Jet Black is available in a new, improved formula. Used with non-toxic cream hardener, Jet Black eliminates "dust storms"—will not irritate skin or lungs—can be filed

in 15-20 minutes . . . sanded in 30! It's perfect for dozens of different metal repairs and a snap to work with!

Jet Black and its companion product, Jet Bond, a semi-flexible autobody filler, are both available in half-pints, quarts, half gallons and gallons. Once you try 'em, you'll use no other kind!

U. S. CHEMICAL & PLASTICS, INC. • CANTON, OHIO



FREE OFFER!

When you order Jet Black or Jet Bond autobody filler, you'll get a free plastic applicator to help you do the job right. And if you mail the coupon at right, we'll send you a free sample of Jet Black or Jet Bond without obligation!

MAIL COUPON

U. S. Chemical & Plastics, Inc. Dept. A-5
17th Street S. W., Canton 6, Ohio

Gentlemen:

Please send me a free sample of ☐ Jet Black flexible autobody filler.
☐ Jet Bond flexible autobody filler.
(Please check which sample you want.)

Name

Company

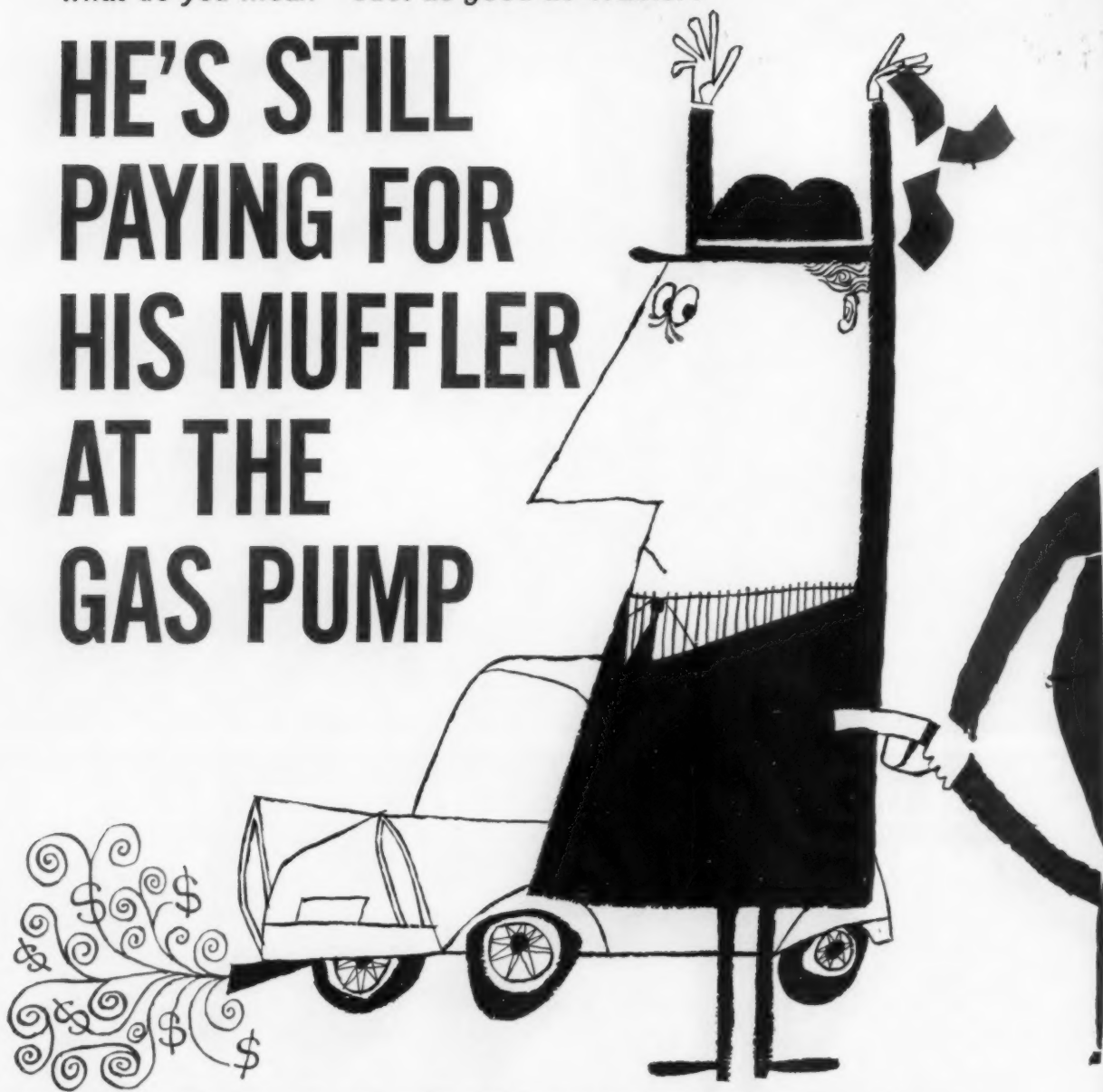
Address

City Zone State

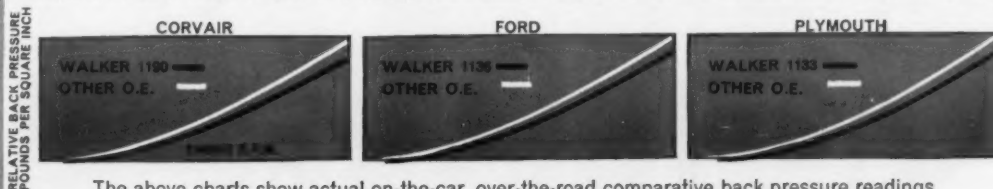
Your Jobber's Name

what do you mean—"Just as good as Walker?"

HE'S STILL PAYING FOR HIS MUFFLER AT THE GAS PUMP



HERE'S PROOF THAT WALKER "PRECISION TUNED" SILENCERS NEVER DESTROY ENGINE POWER



The above charts show actual on-the-car, over-the-road comparative back pressure readings for Original Equipment and Walker "Precision Tuned" Silencers at varying engine speeds.

Walker "precision tuned" silencers never steal gasoline...or rob engines of full built-in power

Being "just as good as Walker" is quite a task for anyone.

Take *back pressure*, for instance. Excessive back pressure is a "pick-pocket." An improperly designed muffler that does not meet the exact requirements of the engine on which it is installed can create a "back pressure drag" that results in the loss of up to 45 horsepower . . . reduced acceleration time as much as 60% . . . sluggish performance . . . increased gas consumption up to one gallon in ten.

In many cases the installation cost of an ordinary "just as good" muffler is only the "down payment." The unsuspecting car owner keeps on having his "pockets picked" every time he stops at the gas pump.

But not with a "genuine" Walker "Precision Tuned" Silencer. Walker Silencers never steal gasoline or rob engines of built-in power because *CORRECT BACK PRESSURE* is the starting point in the basic design of every Walker "Precision Tuned" Silencer. It never exceeds the back pressure permitted by car factory engineers for the particular engine on which it is installed.

It's not easy to design a muffler that properly quiets an engine without power loss. It takes research . . . it takes know-how . . . it takes the actual experience that comes from creating . . . designing and producing exhaust systems as original equipment for most of America's finest automobiles . . . from "compacts" to "luxuries." Exhaust *performance* proved in the laboratory . . . on the test tracks . . . and, finally, over the road under actual driving conditions by our own exclusive Average Driver Test Fleet—the Million Mile Motorcade.

Yes . . . to be "just as good as Walker" is a fine ambition . . . and we don't blame others for trying to achieve it. But somehow . . . few ever do.

Don't be satisfied with a muffler that is only "just as good as Walker"—but really isn't. Install the "original" . . . a Walker "Precision Tuned" Silencer . . . that keeps engines at *peak* performance . . . always . . . that saves money at the gas pump . . . that is engineered and rust protected to last as long as most average drivers own their cars.



WALKER "PRECISION TUNED" SILENCERS

America's most PERFORMANCE PROVED mufflers

LAST LONGER . . . RUN QUIETER . . . GIVE ENGINES NEW PERFORMANCE AND GAS ECONOMY

WALKER MARKETING CORPORATION, RACINE, WISCONSIN

SOUTHERN AUTOMOTIVE JOURNAL for February 1961

Want more facts? Use Reader Service Card Page 147

119

Parts-Rebuilding Industry Now Wears Long Pants

THE first verses of Genesis well describe the beginning of the rebuilding industry and its coming into the light through the combined efforts of rebuilders banded together in an association for the collective good of all.

The rebuilding industry started out on the wrong side of the tracks, so to speak, and through the years, by a continual uplifting process and interchange of information between

members, has moved to Park Avenue. The rebuilding industry has grown from small shops doing more or less a repair job to large, modern factories doing a very thorough job of complete reconditioning to new standards.

The APRA, through its members and their institutes for technical information, is the greatest single force for the good of all rebuilders and the growth of the APRA is testimony to this and its effectiveness.

Any problem is usually more ef-



By J. W. "BILL" BOULTON, JR.

President, Automotive Parts Rebuilders Association

Editor's note: APRA's current president was asked by SAJ to comment on the parts-rebuilding industry and the outlook for the future. The author's father was the fourth president of the association, which he was greatly instrumental in founding. Boulton is vice president of Unit Parts Co., which was founded by his father at Oklahoma City 26 years ago and has grown from a tiny operation until today where it serves a 30-state territory from its new and modern building covering 109,000 square feet of space.

fectively combated by group effort and in this respect the industry struggle against the discriminatory excise tax and the immediate attention given to the disclosure ruling of the F.T.C. are good examples of concerted effort through their association by the membership.

All of this brings to mind Abraham Lincoln's statement of "Together we stand—divided we fall."

The Unit Parts Co. was started in 1935 and has progressed from one employe to 350, and from a local coverage until its sales territory covers approximately 30 states. It operates seven trucks over 20 of these states, operating as a truck line delivering orders and picking up castings.

Melbourne, Fla., Elects

Walter A. Fordyce, Jr., of Fordyce Chevrolet-Cadillac is the new president of the Melbourne (Fla.) Automobile Dealers Association. Vice president is William Lowery of Lowery Motors (Dodge-Plymouth) and James C. Martin of Martin Pontiac, Inc., is the secretary-treasurer.

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screwdrivers
like
this!



Proto Screwdrivers are available in a complete range of sizes and types, including: plastic and wood handles; keystone, cabinet, Phillips, and clutch-head tips; round and square shanks; lengths up to 2½ feet; offset type; screwholding drivers; and screwdriver sockets.

See your Proto Auto Jobber for professional quality tools, parts, and equipment.



Send your name and address for fully illustrated Catalog of over 2300 Proto Tools.

I.A.S.I. Show—
Booth Nos. 2833-2834-2835
Please stop by.



Any two-tone job
turns out better with
SCOTCH BRAND Masking Tape



"SCOTCH" BRAND Masking Tape is the surest, fastest way to turn out top-notch two-tone or overall paint jobs . . . whether for the exacting restoration of an antique, or refinishing to meet the demands of today's top-quality appearances. It goes on easier . . . sticks at a touch. Excellent adhesion prevents paint from creeping under, gives a clean, sharp separation. And "SCOTCH" BRAND Masking Tape strips off clean . . . leaves no jagged edge . . . no messy adhesive residue. Order from your jobber today.

CAN YOU NAME THIS CAR?



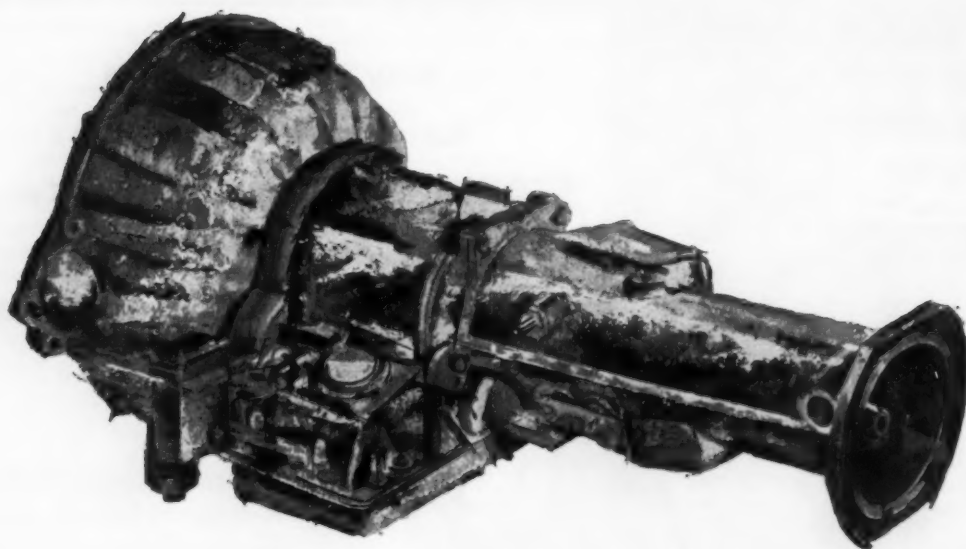
1927 KISSEL Coupe Roadster (8-cylinder) restored in authentic two-tone original trim by Mr. Robert L. Hawthorn, Richfield, Minn.

3M Products give you the right start for a quality finish!

3M Automotive Products

"SCOTCH" IS A REGISTERED TRADEMARK OF THE 3M CO.
MINNESOTA MINING AND MANUFACTURING COMPANY
... WHERE RESEARCH IS THE KEY TO TOMORROW





Treat yourself to the best...



install Toledo Steel automatic transmission parts

Quality parts that assure trouble-free performance . . . new polyethylene packaging that permits you to select the right seals and gaskets without breaking the factory-fresh seal . . . and realistic parts number listings that assure maximum inventory turnover. These are the major advantages you enjoy when you install Toledo Steel's complete line of automatic transmission parts.



TOLEDO STEEL PRODUCTS

Division of Thompson Ramo Wooldridge Inc.

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WORLD'S FINEST AUTOMOTIVE PARTS

Sell September Prices at JUNE PROFITS

* FROSTEMP *



all Season Long!

and you can increase your volume . . . because you **DOUBLE** YOUR MARKET with —

2 LINES

The all-new Frostemp 400 is the most compact, best styled, finest engineered underdash unit ever built! It will sell at top price in any market. The Frostemp is priced to promote . . . to meet *all* competition, yet it's the very same unit that rated top price all across the country last season!

FROSTEMP 400 (top) FROSTEMP (bottom)

OVERNIGHT DELIVERY

Frostemp's warehouses, strategically located throughout the country, solve your stocking problems and afford you *fast* delivery to serve your customers better!

Minimum Investment

With warehouses strategically located to solve your stocking problems, Frostemp offers you a lucrative business opportunity with *minimum risk capital*.

Easier to Sell

Frostemp offers you the most eye-appeal, the best performance, a favorable market price position and a dynamic array of sales aids to make it *easier* for you to sell!

INCREASE PROFITS

Frostemp's TWO price lines, each designed for quick-easy installation in a wide range of foreign, domestic and compact cars, opens the door to increased volume . . . and increased profits!

*Here's
Your Opportunity*

To sell Frostemp
for September prices
and June profits! Return
the coupon Today!

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FOR **RICH** RESULTS IN FLEXIBLE PLASTIC





CLAW-PLAST
"PLATINUM ARMOR"

GREY
BEFORE
HARDENING

GOLD
AFTER
HARDENING



"LIQUID GOLD"
HARDENER

There's no guess work with Claw-Plast "PLATINUM ARMOR" plastic putty filler. One "shot" with "LIQUID GOLD" color indicator hardener does the trick. When mixed, the platinum grey putty immediately takes on a yellowish color. When completely mixed, the yellowish color is evenly distributed. Results are superior . . . even mixing eliminates soft spots, pinholes, blisters and pock marks.

"PLATINUM ARMOR" can also be used with odorless, non-toxic "CREME-GOLD" hardener for those who prefer a cream catalyst.

OTHER "PLATINUM ARMOR" FEATURES:

- Lowest Dust
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- Creamy-Smooth . . . Easy Spreading
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- Cures Tough in Minutes
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- Permanent Flexibility

Also Ask Your Jobber For:

LOW-DUST SEMI-FLEX

BLACK ARMOR FLEXIBLE



GREY
COLOR



BLACK
COLOR

CLAW-PLAST

Mfg'd by H. CLAUSEN & CO., INC.

Dept. SAJ, 1055 King George Rd., Fords, N. J., P. O. Box 24

Chevrolet Promotes Southern Personnel

RETIREMENT of J. R. Roach, Jr., as assistant manager of Chevrolet Motor Division's Midwest region in Kansas City has resulted in the promotion of V. D. Daniels, former zone manager at St. Louis, to Roach's post.

Rufus Bedford, Jr., formerly Oklahoma City zone manager, succeeds Daniels, while William R. Stacy, former city manager at Denver, follows Bedford at Oklahoma City. Bedford joined Chevrolet in 1939 in Dallas. He was Dallas city manager and has been Oklahoma City zone manager since 1957.

Harry C. Ellison moved up from assistant zone manager at Denver to succeed Stacy. Since joining the division in 1928, Ellison had been situated in Memphis, Tenn., where he was in the warehouse organization, then zone organization manager and assistant zone manager until his transfer to Denver during 1956.

Dodge Taps Tennessean For 50,000-Car Club

CHUCK Hutton of Memphis became a charter member last month of the Dodge 50,000-Car Club when he was presented the first certificate to that effect by John B. Naughton, Dodge Division general sales manager.

A 41-year Dodge veteran, Hutton was called "one of the best Dodge dealers in the nation" by Naughton during the presentation ceremonies. The testimonial luncheon was in recognition of the opening of the ninth Chuck Hutton dealership—Chuck Hutton East at 2870 Poplar in Memphis.

In addition to the two Memphis dealerships, Hutton and son Tom operate two dealerships in Charlotte, N. C., and one each in Columbus, Ga., Montgomery, Ala., Dallas, Texas, Sioux Falls, S. D., and Sioux City, Iowa.

Jones Moves Up with Chevrolet

J. T. Jones, Jr., has been named manager of passenger accessory merchandising for Chevrolet, according to General Sales Manager K. E. Staley. Jones is a 14-year parts and accessories merchandiser who started his Chevrolet career in El Paso, Texas. He was also stationed in Oklahoma City before becoming truck and service accessory merchandising manager at the central office in 1957.

Snap-on "Shop-Master"

The set that turns mechanics into businessmen

This SNAP-ON Shop-Master set is designed for the mechanic who is serious about making auto repair a profitable business career. It contains every standard type of mechanic's tool plus special tools for brake service, etc. Also included are instruments and gauges for engine tune-up, tap and die sets, electric drill, gear pullers — even a seat cover and fender cover. You get ample storage space with roll cab, drawer section, tool chest and tote tray.

YOURS ON EASY PAYMENTS

And the cost? Just turn out one extra tune-up job a week and this set has earned the payment for SNAP-ON's easy pay plan. Sound good? It is good. It's a real money-maker for the ambitious mechanic, repair shop or service station operator with get-up-and-go. Ask your SNAP-ON man for all the facts — especially the easy pay information, or write for new Catalog X describing this and other sets.



TO MECHANICS WHO SERVICE FOREIGN CARS

Ask about SNAP-ON wrenches in Metric or Whitworth standard sizes. Available in most popular types and sizes.

CHOICE OF BETTER MECHANICS
SNAP-ON TOOLS
8052-B 28th AVENUE • KENOSHA, WISCONSIN

Dodge General Manager Expects '61 Car Sales to Challenge '60's

"THERE is a very good chance that by the end of the year the automotive industry will have reached or exceeded the 1960 retail sales of about 6,200,000 cars and just over 900,000 trucks."

That's the view expressed last month by Byron J. Nichols, general manager of Dodge Division of

Chrysler Corp., after pointing out that Dodge dealers last year set a new record of retailing 357,959 Dodge cars, 107% above 1959's sales of 172,843 and well above the previous top of 313,734 chalked up in 1951.

Said Nichols:

"Over and beyond the excellent



General Manager Nichols



**this
on Tungsten Parts
means tops in ignition**

TUNGSTEN IGNITION PARTS have to be good before we brand them with a "T!" It simply means that every feature in engineering and construction has been thoroughly tested and inspected. It also means that **TUNGSTEN** has employed specialized ignition skills that insure the quality of every tune-up job.

Jobbers and Servicemen have learned to rely on ignition parts that bear this famous "T." The next time you order ignition parts, be sure you specify **TUNGSTEN**. Look for the "T" because it means tops in ignition parts!

LET'S TALK TUNGSTEN!
BOOTHS 2631-32 AT
THE IASI SHOW IN LOS ANGELES

Write for Catalog
TUNGSTEN CONTACT MFG. CO., INC.
North Bergen, N. J.



prospects for automobile selling in the year ahead, we see many favorable factors making for an expanded market for cars in the decade ahead. For example:

"1.—Our population is growing at a rate of more than 3,000,000 annually and new family units are increasing by approximately half a million a year. In the last five years the number of car-owning families has increased by 4,000,000.

"2.—The percentage of multi-car families has increased 68% cent in the last six years. Today 18% of the car-owning families in the U. S. have two or more automobiles, and this figure may very well exceed 25% by 1965.

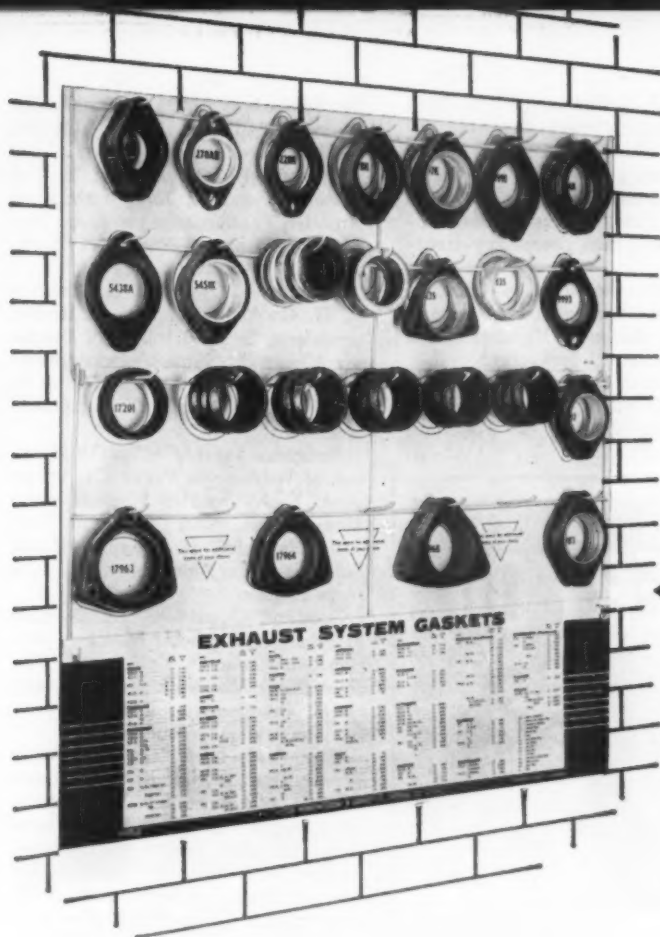
"3.—Metropolitan suburban areas, which have the heaviest concentration of automobile ownership, are continuing to grow. Eighty-seven per cent of the households living in suburbs own cars, compared with 74% for the entire U. S. And 42% of all families owning two or more cars live in the suburbs.

"4.—Approximately 27,000,000 cars in use today are less than five years old. And two-thirds of the new-car sales are normally made to buyers owning automobiles in this age.

"5.—Motor vehicle travel in the United States has already passed the 700-billion-miles-per-year figure and will continue to increase. Along with greater travel, of course, will be a growing demand for automotive products and service.

"6.—There is a widening world market for American cars and trucks, and it would appear that the auto industry should enjoy substantial increases in exports in the years ahead.

"While these favorable factors point to an excellent car-sales potential, we believe that the automobile business in the 1960's will continue to be intensely competitive."



NEW EXHAUST GASKET ASSORTMENT SAVES TIME AND PROFIT

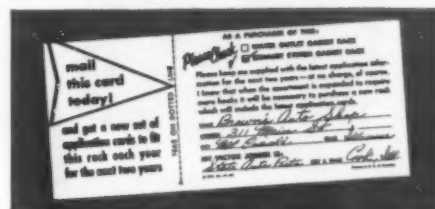
new rack
keeps your stock
current

BUY ONE RACK... VICTOR MAKES IT USEFUL FOR YEARS

This big, new gasket assortment sets you up right for handling more exhaust system service business. The time it saves means bigger profits for you. It has been carefully selected to cover your needs for most cars on the road. Just check the listings by make, and pick your gasket by number.

The Victor storage-display rack also is something new and good. It won't be outdated come later car models. Because, next year and next, Victor sends you—free—a replacement backboard with new, up-to-date listings, making your rack good as new. Buy one rack now—Victor keeps it current for years.

For prompt delivery, order today from your Victor Jobber. Specify No. JV480A for the sturdy-built wall rack, and No. JV481A for the most practical exhaust gasket assortment ever offered. You'll like the prices. Victor Mfg. & Gasket Co., P.O. Box 1333, Chicago 90, Ill. Canadian Plant: St. Thomas, Ont.



LOOK FOR THIS CARD

... when your jobber delivers your new JV481A Exhaust System Gasket Assortment and JV480A Rack. This card registers you as a new rack owner and insures your getting the replacement backboards with new application listings for your rack as they are issued. Fill in information requested on back side, and mail immediately. No postage needed.

VICTOR

Sealing Products Exclusively
GASKETS • OIL SEALS • PACKINGS

The 100% Coverage Line... for Cars, Trucks, Tractors, Stationary Engines

Visit with Victor at the IASI Show—Booths 2908-2909

Tarheel Associations Select Officers

NEW officers elected by local franchised automobile dealer associations in North Carolina are:

Albemarle—Brooks Spence of Spence Motors, Inc., president; M. C. Morgan of Morgan Motor Co., vice president, and C. B. Crook of Crook Motor Co., secretary-treasurer.

Asheville—Fred Tron of Skyland Oldsmobile, Inc., president; Ernest Ogle of Deal Buick, Inc., vice presi-

dent, and J. L. Cannon of J. L. Cannon Motors, secretary-treasurer.

Durham—Coolidge Elkin of Elkins Motors, Inc., president; Fred Guthrie of Carpenter's, Inc., vice president, and Alvitt Loftis of Stephenson-Wilson, Inc., secretary-treasurer.

Hendersonville—T. Lee Osborne, Jr., T. Lee Osborne, Inc., president, and C. R. Rouse of Hendersonville Motors, secretary-treasurer.

High Point—Grover L. Seamon of Lyles Chevrolet Co., president; Gurney M. Snider of Piedmont

Rambler, Inc., vice president, and George Wells of Holiday Motors, secretary-treasurer.

Raleigh—Bill Laursen of D & S Motors, president; John Amburn of Amburn Pontiac, vice president, and Howard Dean of Wachovia Bank, secretary-treasurer.

Roanoke-Chowan—R. G. Cooke of R. G. Cooke Motor Co., Aulander, president; L. M. Brinkley of Brinkley Motor Co., Ahsokie, vice president, and Hoke Robinson of R. & W. Motor Co., Windsor, secretary-treasurer.

Sampson County—Ellis Williamson of Williamson Motor Co., president; T. J. Vann of Womble-Vann Motors, Inc., vice president, and Billy Reynolds of Reynolds Motor Sales, secretary-treasurer. All are from Clinton.

Scotland County—A. R. Burgess of Burgess-Corbett Motors, Inc., president; John F. McNair, III, McNair Buick Co., vice president, and C. P. Coughenour of City Autos, Inc., secretary-treasurer.

Smithfield—C. D. Little of Little Pontiac, Inc., president; C. C. Pippin of Pippin Motors, Inc., vice president, and N. P. Williams of Williams Motor Co., Inc., secretary-treasurer.

Winston-Salem—Bob Neill of Bob Neill Pontiac, Inc., president; J. C. Parker of J. C. Parker Dodge, vice president, and Ed Owens of Motor Sales, Inc., secretary-treasurer.

MARVEL MYSTERY OIL

IN THE GAS TANK



MAKES HAPPIER CUSTOMERS... HEALTHIER PROFITS FOR YOU!

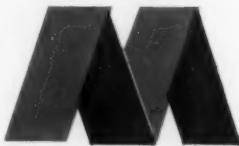
Your most profitable customers are repeat customers. To keep them coming back, time after time, just do this... add a quart of Marvel Mystery Oil when you fill a customer's tank. Thereafter, add a 4 oz. can of Marvel to each 10 gallons of gas whenever you fill his tank.

MARVEL MYSTERY OIL Gives These Proven Advantages

- Peps up sluggish engines
- Provides better gas mileage
- Assures faster get-away
- Prolongs engine life

Recommend Marvel Mystery Oil to all your customers for more repeat sales and bigger profits throughout 1961. Remember, many years of research under the toughest driving conditions have proven Marvel's top cylinder oil the best aid to healthier, longer engine life.

Most jobbers stock Marvel Oil products; if yours can't supply you, write us for information and prices.



MARVEL OIL COMPANY, INC. Port Chester, N.Y.
Makers of Marvel Oil Products for More Than 40 Years

Langford of Ford Dies At Dallas Home

ARTHUR Langford, former Southwestern district manager for Ford Motor Co. in Dallas, died recently at his home there.

A native of Conyers, Ga., Langford had lived in Dallas 44 years, having moved there from Charlotte, N. C., where he had been Southern manager for Ford. He held his Dallas post until 1931 and in that capacity supervised the building of Ford's Grand Avenue assembly plant.

Two at Ford Swap Jobs

Appointment of Thomas F. Riddell as general field manager for the Richmond (Va.) Ford district sales office, succeeding James C. Sutherland, has been announced by Dennis O. Wiggins, district sales manager. Sutherland, a native of Glade Hill, Va., will take over Riddell's former post as regional truck merchandising manager for Ford Division's Southeastern regional sales office in Drexel Hill, Pa.

• Better products, *faster*, from your Bower bearing jobber:



Bower belongs: Always has...always will!

What's more important than a satisfied customer? Nothing! Satisfied customers mean more customers. More customers mean higher profits.

One good way to win customer confidence is to always replace worn wheel bearings with Bower. Bower builds dependability into every roller bear-

ing. Been doing it for quite a number of years now, and folks have come to rely on Bower for the best in roller bearings.

Keep your customers happy; stock up on Bower Roller Bearings today. See your Bower Bearing jobber for fast delivery.



BOWER ROLLER BEARINGS

FEDERAL-MOGUL SERVICE

DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICH.



Fastest Selling Line IN THE INDUSTRY

FIRST EVERY YEAR WITH
ALL THE NEW CAR COLORS!



Positively sealed with tamperproof SPRA-LOK
INSURES A FULL MEASURE UNTIL SOLD!

WHAT IS SPRA-LOK?*

SPRA-LOK is a mechanical locking device, incorporated inside the protective cap, that locks the cap to the can. Prevents accidental or intentional spraying of contents at the point of sale.

A "must" in spray paint merchandising!

*TRADEMARK OF THE SPRA-LOK CORPORATION • DIVISION OF DUPLI-COLOR PRODUCTS CO., INC.

New! Exclusive!
Color Selector Caps

FOR MORE POSITIVE
COLOR IDENTIFICATION

FULL COLOR LITHO CANS!

NEW! DIRECT-O-MATIC* SPRAY HEAD!



ADVERTISED IN
LIFE



IMPROVED SPRAY PATTERN

PERFECT ATOMIZATION
WITH "BULL'S EYE"
ACCURACY!

CLOG-PROOF

The only spray head that
sprays at a 10° angle—
the correct angle for most
comfort and best results
... NO FINGER FATIGUE.

* PATENTS PENDING

OVER 20 YEARS EXPERIENCE!

... in the manufacturing and control of the very latest formulation techniques combined with up-to-date machine facilities, assure accurate, dependable and uniform color matching at all times.

FAST TURNOVER!
... BIG PROFITS!

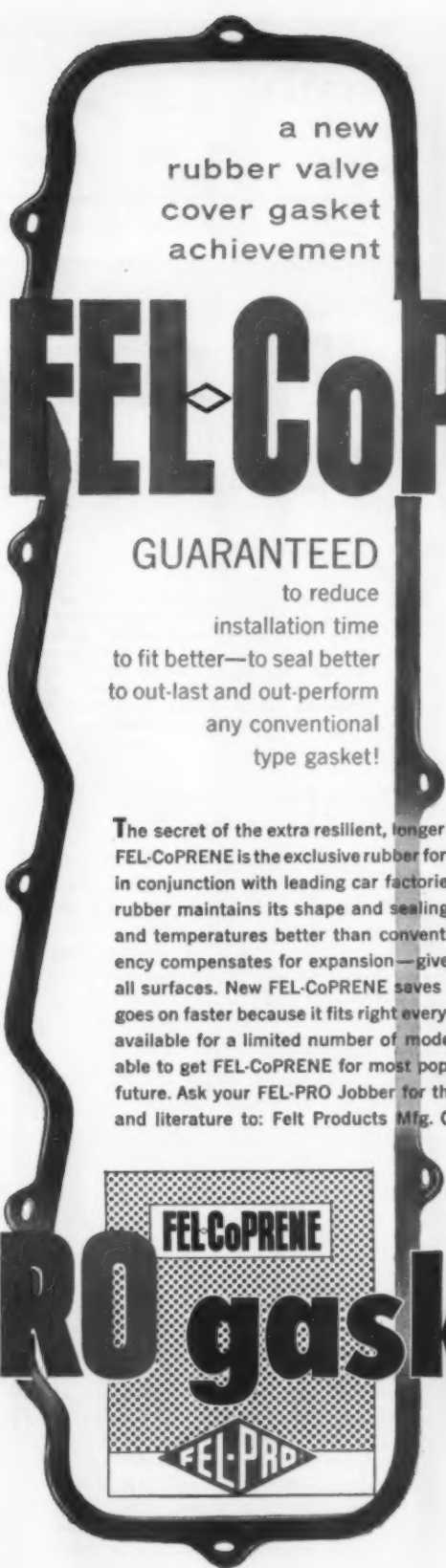
Duplicates Original Car Color
DUPLI-COLOR
AUTO SPRAY

FINEST QUALITY AUTOMOTIVE LACQUERS & ENAMELS

AEROSOL DIVISION

DUPLI-COLOR PRODUCTS CO., INC., • 2440 S. MICHIGAN AVE., CHICAGO 16, ILL.

Visit us in Booth No. 2814-2815 at I.A.S.I. Show



a new
rubber valve
cover gasket
achievement

new FEL-CoPRENE

GUARANTEED
to reduce
installation time
to fit better—to seal better
to out-last and out-perform
any conventional
type gasket!

**Going to the IASI
show in Los Angeles?**

If you are, you'll be interested
in seeing our exclusive
jobber profit program and
the many new gaskets
we have developed. We'll
be looking for you at
Booth #2145-6.

The secret of the extra resilient, longer lasting performance of new FEL-CoPRENE is the exclusive rubber formula developed by FEL-PRO in conjunction with leading car factories. This special composition rubber maintains its shape and sealing ability at higher pressures and temperatures better than conventional types. Its extra resiliency compensates for expansion—gives better conformability for all surfaces. New FEL-CoPRENE saves on installation time, too. It goes on faster because it fits right every time. FEL-CoPRENE is only available for a limited number of models right now, but you'll be able to get FEL-CoPRENE for most popular late models in the near future. Ask your FEL-PRO Jobber for the facts or write for samples and literature to: Felt Products Mfg. Co., Skokie, Ill. Since 1918.



FEL-PRO gaskets

specially designed
with your profit
uppermost in mind!

R-910S Copyright 1960, Felt Products Mfg. Co.

Akro **HAS THE ANSWER TO ALL YOUR TIRE AND TUBE REPAIR PROBLEMS**



SUPER-SEAL ON-THE-WHEEL TUBELESS TIRE REPAIR KIT

- Newest, easiest, surest way to repair tubeless tires! No need to dismount tire from wheel!
- Exclusive "Lock-In" plug design provides surer integration between plug and casing.
- Everything needed is in "Super-Seal" kit—plugs, tools, "Lubro-Cement" and easy-to-follow instructions!
- Another top quality Akro product... backed by more than 31 years of experience with tire and tube repairs!

PLUS THESE QUALITY PRODUCTS

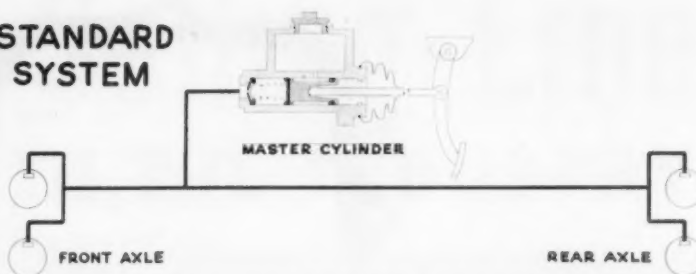


Akro

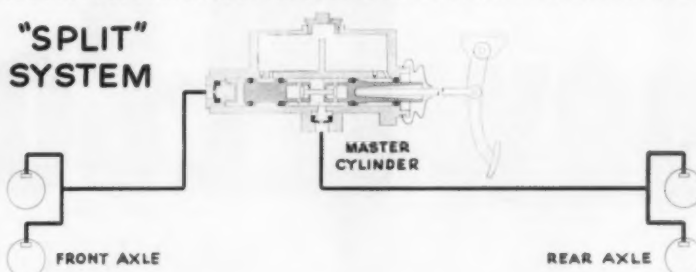
AKRO PRODUCTS COMPANY
CANTON, OHIO

"Automotive Service & Know-How Since 1929"

STANDARD SYSTEM



"SPLIT" SYSTEM



These diagrams compare the design of a standard braking system with the "split system" recently demonstrated by the Products Division of The Bendix Corp. Bendix engineers say the system will provide a safety factor at least twice as great as that offered by present car and truck brakes, because injury to the "plumbing" serving either the front or rear wheels will leave the other brakes unaffected. Officials of the company said in some European countries motor vehicle regulations require the use of split-system braking, or similar "double-safe" brake systems or brakes.

Truck Stop Operators Form Association

ORAN V. Jarrell of Jarrell and Glancy Truck Terminals, Inc., Hewlett, Va., has been named president of the newly-activated National Association of Truck Stop Operators with executive offices in Washington, D. C.

Other officers include Elmo W. Bowers of Simmons Truck Terminals, Inc., South Hill, Va., secretary, and J. W. Harper of Interstate Truck Terminal, Ulmers, S. C., treasurer.

High on the list of NATSO objectives, Jarrell announced, is the banding together of truck stop operators who have pledged themselves to a high standard of unquestioned integrity and honesty in business and to the maintenance of adequate facilities. Among membership requirements is a pledge to observe the organization's code of ethics and to have these facilities: 24-hour service, diesel fuel, restaurant, sleeping facilities, showers, adequate parking facilities, tire repair facilities and over-all cleanliness.

In addition, the stop must have at least five of a listed series of 20 items, including ticket printer pumps, scales, ice, teletype, wrecker service, etc.

E-6

FLEET Hydraulic **HAND JACKS**

Fully guaranteed—tested at 1½ times rated capacity.



1½, 3, 5, 8, 12, 20, 30, 50, 100 TONS
Regular and Tall models.

Operate in horizontal or vertical position. For car, truck and heavy equipment service, industrial and construction uses.



See them at your NAPA Jobber

EDGEWATER AUTOMOTIVE DIV.
St. Joseph, Michigan

- Straight line oil flow thru valves
- Safety oil vent
- Gravity seating valve—no springs
- Large diameter extension screws

DO YOU CARRY THE RIGHT LINE OF POWER MOWERS?

Certified

*designed, priced
and promoted for the
automotive market*

A Complete Line of Quality ROTARIES



**Model 2227
22" SELF-PROPELLED
DELUXE ROTARY**

Two-speed transmission • Hinged-tip deflector blade with 100% crankshaft guarantee • New wind-up starter • Safety starter release on handle • Fingertip Choke-o-Matic throttle • Fingertip clutch • All-enclosed front wheel drive • Reinforced all-steel "armor plate" frame • Quick cutting height adjustments
PLUS many more outstanding features

**Model 2115
21" DELUXE REEL-TYPE**

New wind-up starter • Safety starter release on handle • Fingertip Choke-o-Matic throttle • Fingertip clutch • All-steel "box-type" construction • Trouble-free chain and V-belt drive • Positive cutting height adjustments • Aus-tempered steel cutting blades
PLUS many more outstanding features



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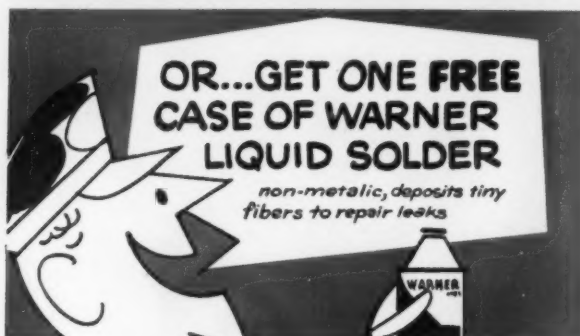
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Made in the U.S.A. by the world's leading electric clock manufacturer. This accurate, self-starting electric clock makes an ideal gift. Modern, trim brown case. Easy-to-read white face.



**FREE! GET THIS G-E
ELECTRIC ALARM CLOCK
WITH EVERY 4 CASES
OF ANY WARNER
PRODUCTS**



**OR...GET ONE FREE
CASE OF WARNER
LIQUID SOLDER**

*non-metallic, deposits tiny
fibers to repair leaks*

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Warner Liquid Solder (non-metallic, deposits tiny fibers to repair leaks) \$1.00 . . . Warner Protector and Water Pump Lubricant \$1.00 . . . Warner Speed Flush \$1.00 . . . Warner Heavy Duty Cooling System Cleaner \$1.50 . . . Warner Block Repair—Heavy Duty Sealer \$1.50 (suggested retail prices).

WARNER-PATTERSON COMPANY 600 S. Michigan, Chicago 5 • Warner-Patterson Co., of Canada, Ltd., Toronto 2

IGOA Plans Upward

(Continued from page 72)

unusually attractive convention "with a number of entertainment features you will not want to miss." The meeting will be held June 28-July 1 at the Lowry Hotel in St. Paul.

W. C. "Josh" Wilder, second vice president, from Tennessee, reported for the membership committee, which proposed: That IGOA define in black and white what the qualifications are for an allied member; that after three local units are established within a state, there be imposed upon that state a limit on time allowed for formation of a state organization; that a new credential form be prepared for the St. Paul convention.

It was this committee that suggested rotation of the mid-year meeting to sites of IASI Shows. Convention rumor had it this was the opening wedge in a drive to eventually move national headquarters from Tulsa to a north central city, possibly Chicago. But the consensus was this would never come to pass.

20,000-Member Goal Unmentioned

The committee report did not mention the James demand for an increase in membership to a total of 20,000.

For the executive committee, the report was presented by Chase A. "Art" Fox, IGOA secretary-treasurer, from Iowa. At the outset he said the committee concurred in the belief that "California shall get ample time in which to pay six months' back dues." He then reported that one of the committee responsibilities was the draft of a five-year contract with Executive Director James, with a clause that permits cancellation by either party with six months' notice.

At this point, Past President Ray Campbell, for Colorado, began questioning Fox about terms of the proposed contract. Eventually, Fox prevailed upon Campbell to wait for the finance committee report, which "will contain all the details."

Thereafter, motion was made and seconded that report of the executive committee be accepted, but as a show of hands was called for, Henry Sorenson, California, asked for a roll call vote.

Bryan Davis of North Carolina immediately gained recognition and challenged California's vote. He pointed out that "although California was certified to vote throughout the Atlanta convention, that did

not include this mid-year meeting."

T. L. Webb, IGOA legal counsel, was called upon for a ruling. He tactfully sidestepped the issue by pointing out that if the eventual roll call ballot supported intent of the motion interrupted—to accept the executive committee report—then the California vote was null and void, anyhow. He urged procedure with the roll call, saying a ruling could be made if necessary thereafter.

On roll call, then, Sorenson cast 12 "no" votes for California. Past

President Campbell cast 3 "no" votes for Colorado. Martin Leimbach cast 5 "no" votes for Illinois. Kentucky passed, as did New Mexico. All other voting states voted "yes" and the outcome was announced as 67 "yes," 20 "no," thereby accepting the executive committee report.

Fox then also reported for the finance committee, saying that in addition to salary, the committee proposed \$4,000 annually for James' travel expenses. Under the contract with James, his salary would auto-



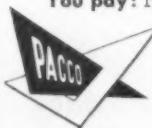
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matically increase by the amount of \$600 per year throughout contract life.

Past President Campbell then gained the floor with a list of his proposals, presented from an individual. Among these were: That all dues be payable yearly beginning with Jan. 1, 1962; that IGOA employ a full-time secretary to operate the national office in James' absence; that an additional field man be employed; that a national bulletin be circulated in January, April, July and October of each year.

"If we could get the dues in the first of each year, then the national office would know where it is financially," Campbell explained.

First day of scheduled convention activity was devoted almost entirely to a meeting of executive directors for states and chapters. This meeting was moved from the downtown hotel headquarters to IGOA's national headquarters—the entire second story of an independent garageman's building. Anticipating an attendance of about 25, Executive Director James was surprised when

the fairly large meeting room was jammed to more than capacity and observers and others clustered about the doorway and in adjoining offices.

Questions and answers and general discussions were inspired by prepared comments delivered by: Executive Director James on "Use of National Records;" Ray Segriff, executive director for Iowa and Illinois, on "Business Management, Instruction;" Harold Grindle, executive director for Ohio, on "Development of Membership Programs;" R. M. Earley, apprenticeship consultant, on "Let's Talk About Money;" T. L. Webb, IGOA legal counsel, on "How Associations are Financed." Illness prevented presence of Henry S. Clark of Unit Service Exchange Co., Atlanta, to discuss "IGO Signs of Progress."

There was one featured address, unrelated to the agenda, by Ira Saks, executive director, Ignition Manufacturers Institute, Cleveland, Ohio. In it he brought into sharp focus partly forgotten history of the parts manufacturing and wholesaling business and the era when the independent garageman got no discount on parts—all he had to sell was labor. Saks said he emphasized these background developments because of a younger generation moving into the independent garage business.

How Garages Grew Numerous

"With the rise of dissatisfaction with car-dealer service, many independent repair shops opened," said Saks, "whereupon independent parts manufacturers began manufacturing parts for independent garages, so the independent shops could show a profit on parts as well as labor. When these independent shops developed a substantial volume of business and the car dealer woke up to that fact, then the car manufacturer put pressure on dealers to get back that service volume and 'bring your car back home' [to the dealer] for service.

"Therefore, the independent parts manufacturer and the independent wholesaler feel that the independent repair shop owes them consideration. They have a common bond of self-interest."

Saks said this explained why some manufacturers and wholesalers are slow about supporting IGOA, the former with associate memberships.

"There have been similar appeals," Saks said, "that turned out to be rackets. So IGOA will have to prove it is no racket and will have to sell itself with a real selling job. With the right approach and the right attitude on the part of IGOA, mutual



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Number**
for any car!

Bridgeport® Thermostats

Indeed . . . whatever your customer's tastes, he'll go for this hot number . . . the high-temp Bridgeport thermostat that gives him faster warm-up, smoother performance, added mileage!

A hot number for you, too . . . it builds a fire under your sales and sends cold-weather profits to a new high.

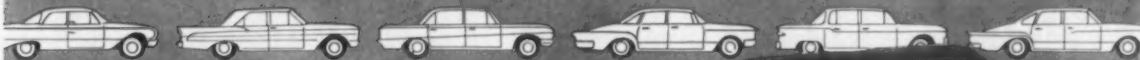
Easiest thermostat to stock—just 4 models cover 95% of all cars now on the road!

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Fit the **COMPACTS**



... also Olds - Pontiac
'61 standard models



NEW FULL-FIT M-70 CAR MAT

Now — fit *more* of the new 'compacts', and '61 Olds and Pontiac standard models, as well, with Monkey Grip's latest addition to their *full market coverage* line of car mats. M-70 mats are perfectly engineered and tailored to lie smooth and snug on the floor areas and across the hump. Seven brilliant colors in 2-tone *advance style* design harmonize with and accentuate the beauty of modern cars. They are contour molded of highest grade new rubber and appealingly packaged for faster selling. Matching rear mat also available. These mats fit the following cars:

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Special

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Cover the profitable **CAR MAT MARKET**
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MINIMUM INVENTORIES! COMPETITIVE PRICES!

Get this New Display
MAT RACK ON WHEELS
***No Cost To You!**



*Dealer pays only \$12.44 and receives one pair M-33 (front) car mats and one pair M-34 (rear) car mats. Suggested retail price of mats cover cost of rack.

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cooperation should result and there should be no difficulty in selling IGOA."

Before the first business session of the board got under way, Henry Sorenson of California arose to object to the \$5 registration fee collected at the mid-winter meeting and to inquire who authorized it. Executive Director James accepted the responsibility, but the board seemed indisposed to take action, so the matter dropped.

President Art Kittell of Pittsburg, Kan., then submitted his report ver-

bally on the first six months of his administration, related in some detail the progress made by IGOA in a number of states and said there are two new allied members and two such applications pending. The new members are Buckeye Tornado Engine Co., Columbus, O., and Snap-On Tools Corp., Kenosha, Wis.

"All in all, it has been a very fruitful half year," he concluded.

Executive Director James followed Kittell, although James' report was more in the nature of a between-halves pep-talk.

In it he said: "It is necessary that we establish a goal of 20,000 members, to be reached at an early date. Each state association should have a committee to develop new members. One month of each year should be set aside as membership drive month. Only by concerted action can we accelerate our growth. And increased allied membership should be of concern to each member."

James emphasized that IGOA acutely needs more specialty training programs. Earlier in his report he had pointed out that IGOA "has moved a long way," but still has a long way to go.

In addressing the only luncheon meeting, which included ladies, Mel Turner of Chicago, curriculum director for Automotive Service Industry Association, said garagemen could increase their "take home" through better job management and better job planning.

Revolutionary Station

(Continued from page 79)

what he really wants. This new station is a major step in what we believe to be the right direction."

Perhaps it is the right direction. In addition to the publicity inspired, the station has already attracted curious delegations from competitors, apparently with company approval. It commands driver attention from a considerable distance, too. At first distant perception, approaching from west or north, the building gives the impression of something unfinished that the wind twisted.

This is explained in architectural terms by the designer, Alex Notras, who came from France 12 years ago and is instructor in the department of architecture, Oklahoma State University. He visualized these requirements:

"Simplicity, low cost, aesthetic attractiveness. The structure consists of a central post from which the open-web joists radiate, with the opposite ends resting on steel pipes of various heights. This gives a striking movement to the roof line and the ever-changing thickness of the eave accentuates that movement." He added:

"A dominant prerequisite in the design was that from one location the manager must have visual supervision of the pumps, sales room, grease and washing racks and spare parts storage. This realistic idea led to the basic circular design."

It is a 24-hour station and a crew of 17 hand-picked men operate it around the clock.

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WORLD BESTOS PF (Prescribed Friction) Sets—High density, dry mix, premium quality combination friction sets give longer wear and sure stopping power for any passenger car. New, rugged packaging for bonded shoes and rivet segments.



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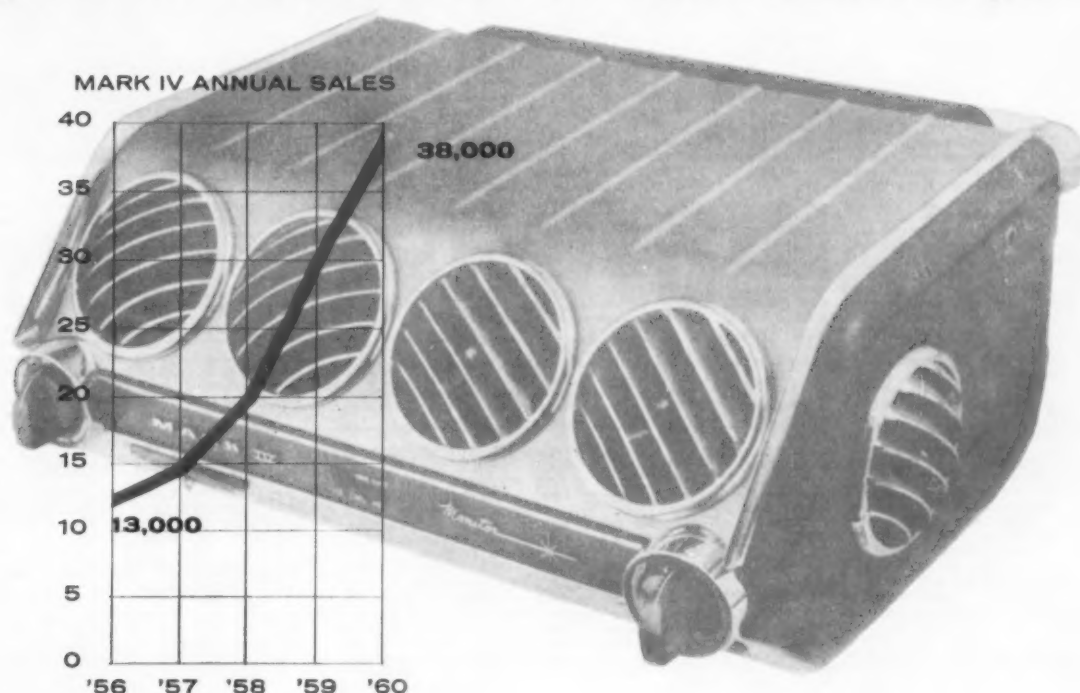
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After-market air conditioning: one of the fastest-growing extra profit sources in the industry!



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The Mark IV program is *dealer oriented* from packaging to point-of-purchase sales aids.

The unit is engineered for easy installation and lasting customer satisfaction. The 12 month or 12,000 mile warranty terms are generous, but claims are infrequent. Dealers are backed by a nationwide network of over 2,000 factory authorized service centers.

Mark IVs fit almost every model car on the road, but the *biggest percent goes into current year models* — new cars — proof of preference by knowing buyers.

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103 SAMPLES, BOOKLETS, AND CATALOG SHEETS—Describing the DL Handi-Cleaner available on request. DL Products, Inc., Banite Bldg., Buffalo, N.Y.

104 VENTILATED CUSHIONS—Complete merchandising program on Kool Kooshions, including handsome wire display rack, full color catalog sheets, other advertising on complete Kool Kooshion line, Kool Kooshion Mfg. Co., Dyersburg, Tenn.

105 WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN—Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings, and photographs. Lists by catalog numbers component parts as well as field installation kits. Write for Catalog KU-201, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

109 AMMCO BRAKE SERVICE, ENGINE REPAIR, AND HONING TOOLS AND EQUIPMENT—Catalogs, describing the Ammco line of brake drum lathes, brake shoe grinders, brake drum micrometers, brake shoe setting gages, brake hones, brake bleeders, brake safety checking instruments, pin fitting honing machines, small bore hones, ridge reamers and torque wrenches. Ammco Tools, Inc., 2110 Commonwealth Ave., North Chicago, Ill.

112 SOUND SLIDE FILM—Entitled "Automotive Wheel Bearings" is the first in a series of audio-visual aids designed to provide bearing salesmen, servicemen and replacement men with practical and useful information on various applications for ball, roller and engine bearings and on oil seals. Federal-Mogul Service, 11031 Shoemaker Ave., Detroit 13, Mich.

116 REMANUFACTURED ENGINE BROCHURE—New 6 page folder helps sell vehicle owners on the many advantages of remanufactured engines. The back provides space for the installer, the jobber, or the rebuilder to imprint his name. It provides an excellent sales aid piece for engine rebuilders and their jobbers to supply to service outlets installing engines. Muskegon Piston Ring Co., Muskegon, Mich.

119 FILTER SERVICE MANUAL AND SPECIFICATIONS—24 pages contain useful service information on oil, air and fuel filters. Pictures and graphs give oil filter service on all late model cars. Also includes filter specifications for domestic and foreign cars and trucks as well as cross reference charts. Purolator Products, Inc., 970 New Brunswick Ave., Rahway, N.J.

133 CATALOG NO. 56—Features more than 300 Champ-Items automotive replacement parts for all makes of cars. A handy service book. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

134 MOOG RINGLINER—Illustrated piston ring catalog carries listings and product information on complete line of Moog cast iron, partial chrome and Chrome Plus lines. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

138 PLUG CHECK—A colorful wall banner showing condition of spark plugs under various driving conditions. This service tool is designed to assist service men in diagnosing spark plug heat range problems. The Electric Autolite Co., Toledo 1, Ohio.

141 MOOG STREAMLINER CATALOG—Carries exploded views, detail illustrations and listings of leaf springs, main leaves, spring parts, shackles, shock links, tie rod ends, drag links, king bolts, coil springs and other coil action parts for cars and trucks. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

146 HAND CRIMPING TOOL—Descriptive circular. Strips and also crimps Rajah terminals to ignition cable. The Rajah Co., 35 Verona Ave., Newark, N.J.

155 MAKE MORE SALES ALL OVER THE LOT—Attractive 2-color folder shows how to increase gas, oil and TBA sales and turn new customers into steadies. Pullman Vacuum Cleaner Corp., Dept. P, 25 Buick St., Boston 15, Mass.

160 SUGGESTED SHOP PRICES ON MACHINE SHOP OPERATIONS—A 24-page booklet giving suggested shop prices on everything from align bore blocks to valve jobs. Prices represent average price gathered from jobbers in U.S. and Canada. Van Norman Automotive Equipment Co., 3640 Main St., Springfield 7, Mass.

161 COMPLETE REBUILT LINE—A 122-page catalog covering a complete line of top quality rebuilt products for automotive and tractor units is now available to both present and prospective users of the Kimco line. For all information write Kimco Auto Products, 1520 Texas St., Memphis, Tenn.

164 AIRTEX FUEL PUMPS—New and rebuilt fuel pumps. Catalog AX-70. Airtex Automotive Div., Inc., Fairfield, Ill.

166 CYLINDER HEAD STOCK REMOVAL CHART—A handy pocket size showing year and model of car, standard compression and the amount of cylinder head stock removal necessary to attain the increased ratio. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 35, Texas.

169 YOUR ANSWER TO VAPOR LOCK—New technical bulletin deals with vapor lock and hot-motor re-starts and explains how Flit-O-Reg helps prevent these conditions and increase engine efficiency. Alondra Sales, Inc., 959 Crenshaw Blvd., Los Angeles 19, Calif.

172 A-1919 FUEL PUMP SHOP MANUAL—Contains the operation, testing, repair, installation and removal of fuel and vacuum pumps. D. Dwyer, AC Spark Plug Div., Flint 2, Mich.

173 HYDRAULIC PARTS—Complete master catalog of the complete line of Eis hydraulic parts. Lists and illustrates the complete line of repair kits, hoses, stop-light switches, brake-master and wheel assemblies. Information complete up to 1957. Eis Automotive Corp., Middletown, Conn.

174 OIL SEAL POSTER—Second in a series to help you better understand the value of oil seals and the need for replacing with new seals. The colorful 9" by 25" posters are done in cartoon strips for easier reading and have several illustrations showing importance of tight seals to good vehicle braking. Chicago Rawhide Mfg. Co., Service Sales Div., Elgin, Ill.

175 A-1920 SPARK PLUG SHOP MANUAL—Contains inspection, cleaning and installation procedures as well as spark plug heat range system. D. Dwyer, AC Spark Plug Division, Flint 2, Mich.

177 FROSTEMP AUTOMOTIVE AIR CONDITIONER—Full color brochure featuring Frostemp—the newest name in automotive air conditioning. Lindustries, Inc., 1041 Foch St., Ft. Worth, Texas.

178 MUFFLER SERVICE MANUAL—Gives simple step-by-step instructions on installation short cuts for any pipe or muffler service problem. The manual 36 pages in color and fully illustrated, will enable dealers to save time on all installations reducing most to 15 minutes or less. The AP Parts Corp., 1801 Spielbusch Ave., Toledo 1, Ohio.

182 DIESEL SHOP MANUAL—76 pages, includes 275 illustrations, 56 engine reference tables and 26 parts lists. Bacharach Industrial Instrument Co., 200 N. Brad-dock Ave., Pittsburgh, Pa.

183 BADGE-O-RAMA PROFIT KIT—83 piece profit kit of eye-catching badges, a different one for each week of the year given free with Pullman Automobile. Pinned to attendant's shirt these silent salesmen promote seasonal TBA items at customer's eye level. For sample badge and full information write Pullman Vacuum Cleaner Corp., 25 Buick St., Boston, Mass., Dept. SAJ.

185 SERVICE ENGINEERING BROCHURE—A new brochure comprised of 14 Service Engineering articles covering oil consumption problems, ring problems, oil control problems peculiar to the modern high compression-high vacuum engines, piston and piston ring nomenclature and several articles, on scuffed rings and how to avoid scuffing and scoring. Perfect Circle Corp., Hagerstown, Ind.

186 FILTER CATALOG—Offers details on complete line of oil, air, fuel and cooling system filters. Lee Filter Corp., Talmadge Rd., Edison, N.J.

189 GENERAL PAINTING INSTRUCTIONS—Form 5723 covers finishing of passenger cars or commercial vehicles in lacquer or enamel finish. Gives full details for any surface including preparation of same. Ditzler Color Division, 8000 W. Chicago Ave., Detroit 4, Mich.

190 COOLING SYSTEM CLEANING—Bulletin titled "Cooling System Maintenance an Open Door to Greater Profits," describes Jenny Steam-Thro-Furge, the most modern and thorough method of reverse flushing cooling systems; also shows increased profits possible from its use. Write for Bulletin STP-5, Homestead Valve Manufacturing Co., P.O. Box 99, Coraopolis, Pa.

203 COOLING SYSTEM CARE BULLETIN—Is designed for posting in the service station to guide station attendants in preparing cars for summer driving. During the hot vacation months, cooling system care is vitally important to the car owner and can be a most profitable service for the station operator. Warner-Patterson Co., 600 S. Michigan Ave., Chicago, Ill.

205 HOW TO INCREASE ENGINE LIFE—90%—Illustrated booklet tells how to reduce wear to moving parts and insure better performance from automobiles or trucks by explaining the air filter—the vital piece of equipment through which an engine breathes. Fram Corp., Rumford Post Office, Providence 16, R.I.

209 EXTRA PROFITS WITH STEAM CLEANERS—20-page booklet showing several models of Hypressure Jenny steam cleaners, and illustrating many profitable usages of equipment in automotive and



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- MOTORCRAFT tungsten tips are cut with a diamond wheel from the highest grade (99.3% pure) tungsten rod... only tungsten rod insures superior graining structure.
- The stationary point is ventilated... MOTORCRAFT points last up to three times longer than non-ventilated types.

And, throughout assembly... 21 gauges, including functional test equipment, are used to inspect the point assemblies. High quality control like this is typical of the manufacture of all the parts in the fast-moving MOTORCRAFT line. MOTORCRAFT parts cover a wide range for electrical, ignition and carburetor tune-up and repair jobs, and are available from leading jobbers everywhere. Give your jobber a call—and ask about MOTORCRAFT's Quick Reference catalog.

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allied industries. Also folder on Cooling System Maintenance. Hypressure Jenny Div., Homestead Valve Mfg. Co., P. O. Box 348, Coraopolis, Pa.

211 SERVICE TOOL CATALOG — Illustrates and describes more than 70 tools designed to solve specific problems for the repairman. Each helps to speed up jobs, make operations easier, cut shop costs. Hastings Mfg. Co., Hastings, Mich.

213 SHOCK ABSORBER CATALOG NO. 320-T-A — A 16-page listing by numbers or by makes—shock absorbers for every automotive need—passenger cars, and some trucks. Monroe Auto Equipment Co., Monroe, Mich.

214 THE WHYS AND HOWS OF VOLTAGE AGE REGULATORS — Explains in simple language, every detail of Voltage Regulators—how they work, why they are important, how to adjust and service them. In 16-page handy pocket size edition, with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N.Y.

221 NEW REPAIR KIT FOLDER — Gives information on Jack-Pack automatic transmission sealing line (overhaul kits, gasket sets, lip seal sets, rubber sets, sealing rings); Noz-Le-Pack automatic nozzles repair kits for Buckeye and OPW nozzles and complete line of Jack-Pack jack repair kits and jack oil. For free copy write: Jack-Pack Mfg. Co., 2115 N. Marianna Ave., Los Angeles 32, Calif.

226 OIL LEAK DETECTOR — Bulletin shows how hooking up the bearing oil leak detector reveals internal engine conditions, uncovers main, rod or cam bearing wear, plugged oilways, starved bearings, before tearing down the engine. Also describes how the detector checks the completed overhaul and pre-lubricates moving parts before turning over the engine. Illustrates two sizes with maintained oil pressure—one for cars, one for larger truck engines. Federal-Mogul Service, 11031 Shoemaker, Detroit 13, Mich.

230 SIOUX TOOLS — New Catalog No. 58. Sixty pages. New items include Air Impact Wrenches, Air Screwdrivers, Valve Cleaners, All-Angle Drill Kit, Electric Screwdriver sets, and Pelican Nut Accumulators for use with impact wrenches. Also complete information on Valve Face Grinding Machines, Valve Seat Grinders, Electric Drills, Hole Saws, Electric Bench and Portable Grinders, Wire Wheel Brushes, Flexible Shaft Machines, Electric Sanders, Abrasive Discs, Electric Polishers, Electric Impact Wrenches, Electric Saws and Flat Sanders. Albertson & Company, Inc., 3100 Lowell Avenue, Sioux City 2, Iowa.

236 INSTALLATION OF SHOCK ABSORBERS — Detailed instructions for the removal and installation of direct action shock absorbers. Stem and loop end types for both leaf and coil spring installations. Monroe Auto Equipment Co., Monroe, Mich.

242 AUTOMOTIVE LINES — 4-page booklet lists all of the Solder Seal chemical tools, giving part numbers, size, case contents, list and dealer prices. Radiator Specialty Co., 1400 W. Independence Blvd., Charlotte 8, N.C.

250 FUEL PRESSURE REGULATORS — Informative folder answers such questions as "What is fuel pressure regulator," "Why do I need one," "Why isn't it original equipment," and "Is it guaranteed." Milesmaster, Inc., 1550 E. 74th Place, Chicago 19, Ill.

251 NEW EATON CAP CATALOG — Illustrating and describing Eaton radiator pressure caps, fuel tank caps, locking gas caps, oil filler caps and the new Eaton cap and cooling system tester. Also catalog sheet showing special cap combination offers, and new Eaton cap merchandiser display rack which acts as an "automatic cap salesman" and saves time in checking inventory and ordering fastest moving items. Eaton Mfg. Co., Stamping Div., 17877 St. Clair Ave., Cleveland 10, Ohio.

254 MASTER BRAKE SERVICE GUIDE — Contains fully illustrated, step-by-step instructions for adjusting and relining the twenty different types of hydraulic wheel brakes used on passenger cars and light and medium trucks and buses. World Bestos Div., New Castle, Ind. Attn.: Sales Prom. Mgr.

255 TOOL CATALOG "X" — 128 pages gives pictures, descriptions and specifications of the complete line of Snap-On Tools and shop equipment, including the latest electrical and electronic engine testing instruments, wheel aligning and balancing equipment, etc. Snap-On Tools Corp., Kenosha, Wis.

257 RUBBER PRODUCTS — A condensed catalog designed for parts reference work just released. It contains handy simplified identification and illustrations of floor mats, pedal pads, motor mounts, and rubber bushings. Doan Mfg. Co., 1725 London Road, Cleveland 12, Ohio.

261 SAFETY EQUIPMENT CATALOG — 22 pages describes the full line of directional signals, reflectors, mirrors, flares, flags, fuses, stop and clearance lights, fire extinguishers and other products. Anthes Force Oiler Co., 20th St., and Avenue M, Ft. Madison, Iowa.

265 TIRE VALVE WALL CHART — Comparison chart shows application of tubeless tire valves by car name. Also shows the interchange stock numbers of other manufacturers. Acme Air Appliance Co., Inc., 205 Newman St., Hackensack, N.J.

Bee Line 360° HIGH LOW "MULTI-PULL" UNITIZED BODY TOOLS . .



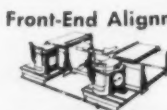
Four pulls at the same time quickly correct end collision damage. Save hours of labor and over 50% of damaged panels.

EXACT DIRECTIONAL PULL AT THE RIGHT SPOT AT THE RIGHT HEIGHT

Here are the most versatile body tools available. Easily set up, tools allow a straight-line pull in virtually any direction, angle or height for side, corner or end collision. Write for complete literature and start saving hours on every correction.

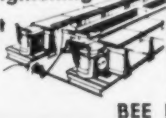


Wheel Balancing



Front-End Alignment

Frame Straightening



Wheel Straightening

BEE LINE CO. Davenport, Iowa, U.S.A.

FREE DIVIDENDS... WITH NEW

AIRTEX DO FUEL PUMP PROGRAM



Here's The Greatest Fuel Pump Sales Pageant Yet

Feast your eyes on these AIRTEX Dividends . . . Sparkling . . . Valuable . . . Honest to goodness values. How do you get them? Simple. Order the AIRTEX DO PAKage of eight fuel pumps; the stock that you need. Each assortment is a normal 8 week stock which you probably will use in less time . . . this proves DO stands for Dividends with Opportunities. With the DO assortment you'll receive your choice of these handsome, nationally advertised Dividends. Choose the Corning Ware Royal Family Set or the 5-Transistor Radio or the 1/4" Skil Power Drill. You pay lowest price for 7 pumps and special

promotional price for the extra pump, plus Dividend; when you sell the extra pump, the Dividend is yours free.

The DO PAKage contains the finest fuel pumps available to assure you of top sales OPPORTUNITIES. Exclusive AIRTEX features are built into every AIRTEX Fuel Pump to give your customers long-lasting, care-free performance.

FOR BEST PERFORMANCE / TROUBLE FREE VALUE / INSTALL A NEW FUEL PUMP / INSTALL

AIRTEX

AIRTEX AUTOMOTIVE DIVISION
AIRTEX PRODUCTS,
Fairfield, Illinois

FUEL PUMPS • WATER PUMPS

HELPFUL BOOKLETS FREE!

266 COMPRESSOR CATALOG—16-page catalog gives full details on the complete compressor line, including specifications, diagrams, uses. Champion Pneumatic Machinery Co., 825 N. Pleasant St., Princeton, Ill.

268 HI-PRESSURE WASHERS—4-page brochure gives specifications, description and uses of the washers offered by Champion Pneumatic Machinery Co., 825 N. Pleasant St., Princeton, Ill.

271 AUTOMOTIVE CHEMICALS—8 page item in the Permatex line giving uses, parts numbers and sizes. Permatex Co., Inc., 300 Broadway, Huntington Station, New York, N.Y.

273 "HOW TO EARN BIG PROFITS IN BRAKE SERVICE"—Booklet tells how to spot and sell brake service prospects. Shows how a small investment in brake equipment will yield annual return of over 267%. Includes a check list of equipment and accessories necessary for a profitable shop. Amco Tools, Inc., 2100 Commonwealth Ave., North Chicago, Ill.

275 PISTON RING—16-page booklet contains a description of the Modern Power features of Ramco Piston Rings complete with illustrations. Ramsey Corp., P.O. Box 513, St. Louis 66, Mo.

285 "INSTALL RATHER THAN OVERHAUL"—A booklet designed to show dealers, independent repair shops and installing shops the many benefits resulting from the installation of rebuilt engines. Write Muskegon Piston Ring Co., Muskegon, Mich.

293 MUFFLER INSTALLATION GUIDE—New 1959 Muffler Installation Guide includes photos and easy-to-read instructions for removing and replacing mufflers. Special suggestions and short cuts are given for particular car makes and models to provide a thorough guide for all types of installations. Walker Mfg. Co. of Wisconsin, Racine, Wis.

295 RETAINING RING AND PLIER SPEC SHEET—This helpful catalog sheet lists the pliers required for given sizes of rings; as well as indicating pliers needed for a given Shaft diameter or Bore diameter. Diagrams of Ring applications are shown on large and small equipment. The proper pliers for automotive needs are listed also. Proto Tool Co., Box 3519 Terminal Annex, Los Angeles 54, Calif.

296 METRIC TOOL CATALOG SHEET—Described are two new sets of Metric Sockets and attachments which meet a need on the professionals to service the mushrooming number of foreign cars now on the American highways. Proto Tool Co., Box 3519 Terminal Annex, Los Angeles 54, Calif.

299 SELLING RING JOBS—8 page folder entitled "The Sealed Power 4-Way Check Plan" shows you the essential points necessary for successful ring jobs. Will greatly assist you in doing a better selling job with customers. Sealed Power Corp., 500 Sanford Ave., Muskegon, Mich.

300 VALVE CATALOG—No. 59 gives 29 pages of alphabetical valve listings, and also includes interchange list and numerical list. Manley Valve Corp., 1523 Fairmount Ave., Philadelphia 30, Pa.

302 BUYERS GUIDE INVENTORY CONTROL BOOKLET—Each rebuilt part is listed on a separate inventory page. The inventory page is divided as to part number and application. Space is provided for the dealer to keep a running record of each order plus his basic stock control. Each application has received a classification based on past sales records and is classified (A) Best Selling Part; (B) Good Selling Part; (C) Quantity depending on vehicle registra-

tion and jobber requirements. Kimeco Auto Products, 1520 Texas St., Memphis 6, Tenn.

305 DUAL - PURPOSE TIRE REPAIR PATCHES—Illustrated catalog describing new Self-Vulcanizing Dual-Purpose Patches. Metal dispenser cabinet for shop use—patches packed in handy dispenser cartons. Monkey Grip Sales Co., P.O. Box 6170, Dallas 22, Texas.

308 TUBELESS TIRE REPAIR PLUGS—Molded rubber plugs for on-the-wheel puncture repairs in Tubeless Tires are described in new catalog. Plugs are available in complete shop assortment kit, consumer kit, and packages according to size. Monkey Grip Sales Co., P.O. Box 6170, Dallas 22, Texas.

309 ACILLOSCOPE AND TUNE UP MANUAL—A new manual explaining operation of AC's new ACiloscope spark plug tester and giving instructions for easy and accurate engine tune-up work. The 44 page manual contains more than 100 illustrations and is divided into five sections for easy reference. Advertising Dept., AC Spark Plug Div., 1300 N. Dort Highway, Flint 2, Mich.

311 TUNE UP SPECS—8-page booklet containing latest 1959 ignition tune up specifications for trucks, small engines and tractors is being offered free by Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N.Y.

312 BIG BOY TRAILER ACCESSORIES—New condensed catalog features Big Boy Safe-A-Way Retractable Hitch. Illustrates and describes full line of frame hitches, bumper hitches, couplers, Coupler balls, winches, transom locks, safety chain, and Big Boy Air Pumps. Big Boy Products Div., The Dalton Foundries, Inc., Warsaw, Ind.

316 20,000 VOLTS UNDER THE HOOD—Covers the basic operation of the electrical units in the ignition circuit. It shows how battery voltage is built up to 20,000 volts at the spark plug. Delco-Remy Division, Anderson, Ind.

317 THE CRANKING CIRCUIT—This shows the units in the cranking circuit and how they operate together as a team to crank the modern automobile. Written in simple non-technical terms so it can be easily understood. Delco-Remy Division, Anderson, Ind.

320 NEW DEALER CATALOG OF MOTOR REBUILDING EQUIPMENT—Features the complete Storm-Vulcan jobber line of engine rebuilding machines. Attractively printed in two colors, punched and slotted for inclusion in jobber salesman's catalogs. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 35, Texas.

322 SKY-RIDE SHOCK ABSORBER MANUAL—12 pages covering market potential, trouble shooting, engineering, installation, specifications, procedures and merchandising plans of the Thompson Sky-Ride Shock Absorber. Sales Order Dept., Thompson Products Replacement Div., Thompson Ramo Wooldridge, Inc., 6402 Cedar Ave., Cleveland 3, Ohio.

323 BRAKE LINING—A new 18-page condensed catalog listing brake lining recommendations for all popular passenger cars, commercial cars, etc. Vehicles are listed by year and model. Recommendations are made both for riveted and for bonded lining. World Bestos Corp., New Castle, Ind. Attn.: Sales Prom. Mgr.

326 TOOL CHESTS & CABINETS—Folder gives prices, descriptions, dimensions, etc. of the complete line of quality built tool chests, cabinets, porta-cabs and toolboxes. Huot Mfg. Co., 550 N. Wheeler Ave., St. Paul 4, Minn.

327 SHOP INFORMATION CHART—Colorful 6x6 chart includes easy-to-read information necessary for machine shops, such as decimal equivalents, general tap information, tap drills for pipe taps, American standard machine screws. Huot Mfg. Co., 550 N. Wheeler Ave., St. Paul 4, Minn.

336 NEW FILKO IGNITION PARTS CATALOG—Big 160-page catalog contains complete listings of all Filko Ignition Replacement Parts for practically every

make and model of car, truck, bus and tractor. New simplified listings make the new Filko Catalog exceptionally easy to use. F & B Mfg. Co., 4248 W. Chicago Avenue, Chicago 51, Ill.

339 COMPACT CAR COMPARISON—New booklet gives complete specifications comparing the Corvair, Falcon, Valiant, Lark and Rambler. The book provides complete details on performance, estimates, including fuel consumption, acceleration and top speeds as well as details on optional equipment and both automatic and manual transmissions. The Electric Autolite Co., Toledo 1, Ohio.

340 OIL, AIR, FUEL AND WATER FILTERS—Valuable information on oil, air, fuel and water filters. Complete selection of material to help you sell, install and service filters. Fram Corporation, Providence 16, R.I.

341 TUBELESS TIRE REPAIR AND SERVICE—New booklet shows service station operators and other maintenance personnel how to earn greater profits. It demonstrates profit potential for those who sell new valves when selling new tubeless tires. It also shows why new valves are vital to top performance of a new set of tubeless tires. Also shows valves, extensions, inserting tools and display kits. Dill Mfg. Co., 700 E. 82nd St., Cleveland 3, Ohio.

345 HYDRAULIC BRAKE WALL CHART—Spiral bound listing up-to-date parts information for passenger cars and trucks, including listings for master and wheel cylinder repair kits, stop light switches and brake hoses. Els Automotive Corp., P.O. Box 701, Middletown, Conn.

346 INSTRUCTION PAMPHLET FOR PLASTIC PUTTY FILLERS—Colorful, illustrated easy-to-follow guide gives step-by-step body repair instructions using CLAW-PLAST fillers. H. Clausen & Co., Inc., Dept. SAJ, 1055 King George Road, Fords, N.J.

349 FACTS ABOUT FILTERS—A new booklet designed to help you sell more oil filters and oil. Gives excellent sales arguments to use on customers who want to postpone necessary service till another day. It's easy to read with cartoons emphasizing the many sales and service tips. Purulator Products, Inc., Rahway, N.J.

350 1961 PISTON RING SPECIFICATION BOOK—Lists Hastings piston ring specifications for all popular cars, trucks, tractors and small bore engines, with numerical cross reference. Hastings Mfg. Co., Hastings, Mich.

352 MASKING CHART—A step-by-step photo chart on fast, economical masking of automobile bodies for refinishing. Shows 12 recommended steps for masking. Department MI-13, Minnesota Mining & Mfg. Co., 900 Bush Ave., St. Paul 6, Minn.

353 AUTOMOBILE AIR CONDITIONING—Full color literature including information on new dual belt drive feature. Clardy Air Conditioning Co., 1728 Layton, Ft. Worth, Texas.

361 NEW "QUICK REFERENCE" GASKET CATALOG—Complete, easy-to-find listings of Fel-Pro Gaskets for practically all makes and models of cars, trucks, tractors, buses, etc. New cataloging style makes gasket selection simple and easy. Write for your free copy today. Fel-Pro Products Mfg. Co., 1508 Carroll Ave., Chicago 7, Ill.

370 EMEROL MFG. CO.—Complete printed information on entire line: Marvel Mystery Oil, Marvel Inverse Top Cylinder Oil, Hi-Rev Motor Tune-Up Oil. Shows uses, prices, description, dealer information. P.O. Box 871, Port Chester, N.Y.

410 NEW AIR BRAKE MAINTENANCE BULLETINS—Series of bulletins, each devoted to a single unit. Fully illustrated with cross sectional, exploded and schematic drawings explaining every phase of the operation and maintenance. Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

**Help yourself to free literature
and more details on any prod-
ucts mentioned in this issue.**

Instead of writing a dozen different manufacturers for free literature and more information on parts, equipment, accessories or services, just insert the appropriate key numbers of the New Product or Booklet listings in which you are interested. For more information on advertisements, just indicate the page number on which it appears.

Be sure to print or write legibly your name and address—drop it in the nearest mail box and

SAJ pays the postage!

(Cards not valid after 90 days)

#2 FEBRUARY 1961

Send me these FREE Catalogs and Bulletins . . . Fill in numbers

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I want details on these New Products . . . Fill in numbers

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Send more information on following advertisements

(List page No. Also company name if more than one ad on page)

My Name Position

Company Name

Type of Business

Street

City

Zone

State

#1 FEBRUARY 1961

Send me these FREE Catalogs and Bulletins . . . Fill in numbers

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I want details on these New Products . . . Fill in numbers

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(List page No. Also company name if more than one ad on page)

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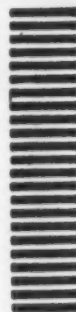
**These cards
can help
you get
valuable
information**



BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

Southern Automotive Journal
806 PEACHTREE ST., N. E.
ATLANTA 8, GEORGIA



BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

Southern Automotive Journal
806 PEACHTREE ST., N. E.
ATLANTA 8, GEORGIA





NEW PRODUCTS AND CATALOGS

800—Air Conditioner

Greater directional air control is said to be one of the improvements in the "Monitor" model air conditioner announced by Mark IV Division of John E. Mitchell Co., 3800 Commerce, Dallas, Texas, which features 2 additional louvers on the underside to bring its capacity up to 315cfm.



Unit retains the company's exclusive "Selectrol" for temperature control, which is a wear-free refrigerant metering device that reportedly gives continuous cooling and dehumidifying rather than off-and-on clutch cycling.

Want more info? Use coupon on page 147 and you will get it!

801—Muffler Tool

"Model PX" tool for removing clamp grooves and rounding out tailpipes and mufflers, introduced by Lisle Corp., Clarinda, Iowa, is said to make it easy to fit new pipes and mufflers and to assure a gas-tight fit.



Tool will handle a full range of pipe sizes from 1½" to 2½", the manufacturer said.

Want more info? Use coupon on page 147 and you will get it!

802—Brake Lining

The high-heat resistant qualities of the "DD Silvertip" brake lining, developed by Grizzly Brake Division, 168 North Michigan Ave., Chicago 1, Ill.,

reportedly withstand power brake abuse and reduce brake fade.

Two years of constant testing in the laboratory, on flat ground, in swamps

and over rugged mountain terrain are said to have proved the lining resists heat and fade, virtually eliminates water absorption and assures consistent response to braking action.

Want more info? Use coupon on page 147 and you will get it!

803—Oil Filter Catalog

An oil filter catalog, prepared for dealers and service stations by Hastings Mfg. Co., Hastings, Mich., contains latest oil filter specifications for all popular passenger cars, trucks and tractors, with numerical cross references.

Want more info? Use coupon on page 147 and you will get it!



Here's the LOWEST COST complete "DISPENSING COMBINATION" on the market

DL \$3⁹⁵ SPECIAL

includes

- ◆ DL LIQUID HAND CLEANER
(Two One-Half Gallons)
- ◆ PLASTIC DISPENSER
- ◆ WALL BRACKET

Liquid DL is a product of DL Products Inc., makers of famous DL Handi-Cleaner, the original, waterless cream type hand cleaner, for more than 25 years.



DL PRODUCTS, INC.
Buffalo 4, New York

For full details write us Dept. SAJ-2-19

LIQUID DL HANDI-CLEANER Insures "HEALTHY-CLEAN HANDS"

And here's why:

Cleans hands cleaner, faster! DL's exclusive deepdown cleansing action dissolves grease, grime, dirt and actually "lifts it out" removes tenacious stains other hand cleaners can't touch.

SAFER — INDEPENDENT LABORATORY TESTS CERTIFY DL IS A NON-TOXIC PRODUCT.

Contains both LANOLIN and HEXACHLOROPHENE — conditions hands as it cleans, guards against dermatitis and infections.

Complete — ready to use.

Mount bracket on wall, bench, pump island, etc., insert one-half gallon container, thumb screw locks container securely in place, remove metal cap, insert dispenser . . . and you have a complete hand cleaning unit at one low price!



See the DL Product display at the I. A. S. I. SHOW Los Angeles Memorial Sports Arena, Feb. 16, 17, 18, 19. DL BOOTH No. 224.

804—Piston Regroover

Power-driven regrooving tool, introduced by Hastings Mfg. Co., Hastings, Mich., regrooves pistons of 3" to 5" in diameter with the connecting rods on.

Machine requires little workbench space, the manufacturer said, and is



powered by a 1/4hp, 110 AC electric motor. Cutters are supplied to widen 5/64", 3/32", 1/8" and 5/32" grooves. An automatic depth gauge assures proper depth of cut.

Want more info? Use coupon on page 147 and you will get it!

805—Lifting Chart

To take the guesswork out of raising the 1961 models with one-end lifts, recommended lifting points for all makes and models of U. S. cars are shown on an easy-to-use chart announced by Auto Specialties Mfg. Co., St. Joseph, Mich.

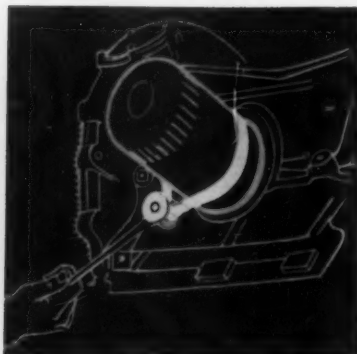
Want more info? Use coupon on page 147 and you will get it!

806—Oil Filter Tool

Acting on the leverage-multiplying cam principle, an oil filter tool announced by Herbrand Tools, Fremont, O., removes and replaces oil filters in almost completely inaccessible locations in every American-made car.

Designed to operate with a 3/8" drive ratchet, flex handle, torque wrench or extensions, the "No. 196" reportedly works equally well on vertical, horizontal or angle mounted filters. Slipped over the filter, a fractional turn of the actuating ratchet compresses the ring of the tool and loosens the filter in a matter of seconds.

Want more info? Use coupon on page 147 and you will get it!



807—Cleaning Gun

Replacing steam equipment, the "Ein-Zwei-Dry" 3-phase power gun, introduced by Gunk Laboratories, Inc., 630 N. Harlem Ave., River Forest, Ill., performs 3 separate functions — applies, rinses and dries.

Performing best at between 100 and 150psi, it is practical for use with air compressors of 3hp or more, the manufacturer said. It is so designed to first apply the cleaning solvent (usually a mineral spirit mixture with "Gunk Super Concentrate" as the base) with penetrating force. The second phase consists of a powerful non-splash jet of water, it was claimed, and, finally, the gun provides the application of

controlled air pressure for quick drying of the cleaned surfaces.

Want more info? Use coupon on page 147 and you will get it!

808—Brake Parts Catalog

A complete hydraulic brake parts catalog published by Eis Automotive Corp., Middletown, Conn., includes detailed and illustrated information on cylinders, repair kits, stoplight switches, hoses, service tools and equipment, as well as brake fluid. "No. 29H" catalog also provides information on slave cylinders and clutch slave cylinder repair kits.

Want more info? Use coupon on page 147 and you will get it!

WHAT'S NEW

for 1961 from MOOG

MOOG MEANS MORE

809—Dynamometers

Eight basic models of "CT" chassis dynamometers (4 single-axle and 4 twin-axle), announced by Dynamometer Division, Clayton Mfg. Co., 449 North Temple City Blvd., El Monte, Calif., reportedly can handle light, medium and heavy trucks ranging in capacities from 150 to 800 road horsepower.

All models include roll assemblies for 22,500-lb. axle loading, roll brakes, absorption unit and remote load control, it was claimed. Their complete flexibility of capacity and installation options purportedly will meet present and future test requirements with protection against obsolescence because

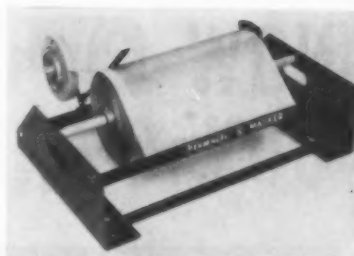
interchangeable components and simplified design permit the capacity of any model to be increased to meet future power demands.

Want more info? Use coupon on page 147 and you will get it!

810—Masker and Tape

A lightweight, portable or bench mount masker that takes any combination of masking paper up to 15", announced by Permacel, New Brunswick, N. J., weighs only 9 lbs. with a base area of less than 2 square feet.

A larger version of this "No. 10" masker (pictured)—the "No. 10A"—holds a single roll of masking paper up to 39" or any combination of shorter



rolls up to 36", the manufacturer said. "No. 12A" body repair tape is made of a combination of flexible aluminum foil and closely woven cloth with a pressure-sensitive adhesive between the sandwich as well as on the underside of the backing. It is said to be a strong, waterproof repair material for aluminum truck bodies.

Want more info? Use coupon on page 147 and you will get it!

811—Chassis Parts Manual

A completely revised 12-page manual on chassis parts — the "Chassis Parts Finder"—announced by McQuay-Norris Mfg. Co., 2320 Marconi Ave., St. Louis 10, Mo., contains photographs of chassis parts and applications, together with application charts and cross-reference part numbers, and is said to be especially helpful to chassis and front-end specialists.

Want more info? Use coupon on page 147 and you will get it!

812—Vacuum Cleaner

Suitable for wet or dry pickup, "Model JB 55 Vacmobile" vacuum cleaner, announced by Pullman Vacuum Cleaner Corp., 25 Buick St., Boston, Mass., is designed for continuous duty and features a bypass-type motor which reportedly is immune to damage or overheating caused by hose blockage or water vapor.



Particularly advantageous for garages, service stations and dealers doing reconditioning work, upholstery shampooing, etc., the low-cost, heavy-duty model comes complete with standard tools and accessories.

Want more info? Use coupon on page 147 and you will get it!
(More New Products on page 154)



PATENT ISSUED ON MOOG ADJUSTABLE BALL-JOINTS

Guarantees you that these money-makers are MOOG exclusives!

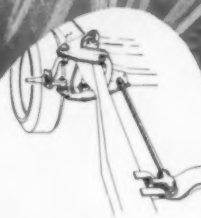
THREE NEW ADJUSTABLE BALL-JOINT NUMBERS

K-503—Lower Ball-Joint for all 1957-60 Cadillacs

K-535—Lower Ball-Joint for all 1958-61 Pontiacs (except Tempest)

K-675—Lower Ball-Joint for all 1955-57 Chevrolets

MORE NEW NUMBERS COMING THIS YEAR!



NOW! TORSION BARS FOR CHRYSLER CARS

All models. Pre-set for right and left hand applications.



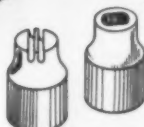
HOLLOW RUBBER OVERLOAD SPRINGS

Automatically adapt to any load. Extensive listings for passenger cars, light and heavy trucks.



POWER STEERING OVERHAUL KITS

A real hot item... to team up with our hoses and repair kits! Most complete listing for both old and late-model cars. Includes all necessary parts.



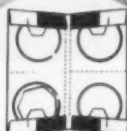
TIME-SAVING SHOCK ABSORBER REMOVAL KIT

T-415 kit consists of two attachments for use with speed impact wrench. Twists off rusty nuts and shocks in a jiffy.



NEW 1961 MOOG WALL CHART

Just out! Your key to under-car profits! This permanent, up-dated wall catalog lists every current MOOG chassis and suspension part. A must for every shop!



NEW PISTON RING PATENT AND PACKAGE

The durable but fast-seating Chrome-Plus Piston Ring is now a guaranteed MOOG exclusive! And MOOG's new ring package has a place for every ring...each one marked for quick identification.

NEW VICE-PRESIDENT "RARIN' TO GO!"

Mr. Claude L. Suttles, newly appointed MOOG Veep in Charge of Sales, says, "I'm determined to make 1961 the biggest year YOU and MOOG ever had!"



Let these new MOOG money-makers build up YOUR nest-egg! Contact your MOOG jobber or distributor today!



MOOG INDUSTRIES, INC.
St. Louis 33, Missouri

UNDER-CAR BUSINESS

NOW **AP** TRUMPS ITS OWN ACE AN EVEN BETTER DEAL...

PUT 'EM ON IN ONLY 15 MINUTES



FREE: This Muffler Installation Manual is crammed full of time-saving, labor-saving tips, detailed step-by-step picture solutions to specific muffler problems. Tells how to get the most out of the AP muffler gun.



FREE: These exclusive chisels and the pneumatic gun enable you to lick any muffler-removal problem. And with the handy metal case you can lick the problem of "Where did I put them?"



FREE: This huge, colorful wall or window banner. It's made of weather-resistant paper and measures 60 x 36 inches. Excellent visibility. Along with your A-board, this will give your station strong identification.



Your prospects are pre-sold on the AP name through 45,000 A-boards and 4-color advertising in the Saturday Evening Post. Be sure you have an A-board. It will increase your muffler sales by 200-700%.

WITH THE A-61 PROFIT-PAK... AND AT A LOWER PRICE TO YOU

Now you buy just 4 popular AP Mufflers at list price

**YOU GET HEAVY DUTY
MUFFLER GUN AND 3
EXCLUSIVE CHISELS**

FREE

Here's What You Get:

2 Chevrolet 54-61 (at \$13.75).....	\$27.50
1 Ford 55-56.....	14.20
1 Plymouth 49-59.....	12.25
1 Installation Manual.....	FREE
1 15-Minute Installation Banner...	FREE
Heavy Duty Gun.....	FREE
3 Chisels.....	FREE
Metal Case.....	1.00

\$54.95*

*Subject to change without notice.

Last year, over 40,000 dealers bought 5 mufflers—invested \$68.15—to get the AP muffler gun. Now you buy just four mufflers—invest only \$54.95—and get the gun and chisels plus the installation manual, a huge

15-minute installation banner and metal case.

Nothing you do makes so much profit, so fast, so often. Why let this business go down the street? With this setup you can meet any competition and start building a steady trade that will net you more than any other single service you offer.

Do any job in minutes. Easy ones, tough ones, you can do them all when you have AP know-how (see free Installation Manual) and the AP muffler gun. You'll quickly learn how to do a muffler job in minutes, so you can add this extra, high-profit service without neglecting your other services.

Everything in the A-61 Profit-Pak comes to you neatly packaged in one carton. It's your "muffler shop in a box." THE AP PARTS CORPORATION, 9-O AP BUILDING, TOLEDO 1, OHIO.



SELL 15-MINUTE INSTALLATION...

**THE PROFIT PART
OF YOUR BUSINESS**



**WORLD'S LARGEST MANUFACTURER
OF REPLACEMENT MUFFLERS**

**THE AP PARTS CORPORATION
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☐ Car Dealer ☐ Other (specify)

My automotive wholesaler is

New Products

(Continued from page 151)

813—Tire Changer

Using neither a piston nor a cylinder, "Bell-Aire" tire changer, introduced by Coats Co., Inc., Fort Dodge, Iowa, reportedly takes the normal air pressure available in any service station or tire shop and converts it into a thrust sufficient to loosen even the toughest tubeless tire beads instantly and without damage.

Developed after more than a year of research, the air converter used in the "Bell-Aire" is a combination super-



tough neoprene expansion chamber and a linkage to produce proper bead-loosening action, simple enough in design and operation that it is expected to be virtually trouble-free. All passenger and light truck tires—from 8" in diameter and up—can be handled by the changer.

Want more info? Use coupon on page 147 and you will get it!

814—Additive

"Motor Honey," a crankcase additive developed by Casite Division of Hastings Mfg. Co., Hastings, Mich., is said to increase the viscosity index and film strength of oil.

Blending with any motor oil, including the so-called heavy-duty, high-detergent kinds, the product reportedly stops oil pumping, increases oil pressure and quiets noisy engines. It also reduces crankcase dilution by checking blow-by, according to the manufacturer.

Want more info? Use coupon on page 147 and you will get it!

815—Oil Pressure Switches

To provide "custom-made" fit for each application, a line of oil pressure switches introduced by Standard Motor Products, 37-18 Northern Blvd., Long Island City 1, N. Y., is calibrated in 3 different pressure ranges.

Switches will provide the car owner with the same protection against low oil pressure as the original units, according to the manufacturer. A display-mounted service stock includes 14 of the fastest-moving units.

Want more info? Use coupon on page 147 and you will get it!

816—Transmission Seal

Designed as a replacement part to permanently eliminate drive shaft "clunk," "snap" or "whip" while providing better protection against transmission oil leakage, "Seal-O-Matic" transmission bearing seal, introduced by Better Part Specialties, 2601 San Francisco Road, Los Angeles 65, Calif., reportedly is an "easy-to-install" precision bearing designed to support completely and hold the shaft in perfect alignment.

Employing the principle of a diesel wrist pin, the bearing is made of bronze fused to steel and machined to tolerances of .001. It reportedly provides a smooth, wear-resistant surface with a built-in, self-aligning neoprene oil seal for positive protection against transmission fluid leakage. Seals come in sizes to fit all American cars, except Chrysler products.

Want more info? Use coupon on page 147 and you will get it!

817—Engine Analyzer

Combining 5 precision testing components in cast aluminum and sheet steel console, "MT-4050" master analyzer engine testing laboratory, announced by Snap-On Tools Corp., 8052 28th Ave., Kenosha, Wis., includes the "MT-615A Anal-O-Scope," "MT-430" ignition analyzer, "MT-401B" generator regulator tester, "MT-415B" tach-dwell meter and "MT-425" vacuum and fuel pump pressure gauge.



Equipment is designed to provide faster, more efficient and more accurate work, the manufacturer said. Any component may be removed from the console, if desired. Three compartments are provided for storage of the meter leads when not in use. A specially designed "Roll-Cab" is available for use with the unit to provide a completely portable engine testing laboratory.

Want more info? Use coupon on page 147 and you will get it!

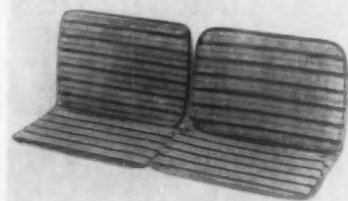
818—Adjustable Ball Joints

Adjustable lower ball joints, announced by Moog Industries, Inc., 6565 Wells Ave., St. Louis 14, Mo., are available for 1958-61 Pontiacs, 1957-60 Cadillacs and 1955-57 Chevrolets and are said to permit a custom adjustment to the loose ball-joint problem sometimes found in these cars.

Want more info? Use coupon on page 147 and you will get it!

819—Seat Cushion

Measuring 54", a seat cushion to fit all domestic and some foreign compact cars, announced by H. B. Egan Mfg. Co., P. O. Box 1406, Muskogee, Okla., is made in blue, black, green or red plastic-coated fabrics fitted over contoured Lev-L-Top interlocking springy wire of 1/2" coiling which reportedly resists rust and is designed to provide sufficient head room and yet retain original springiness and shape.



An elastic band fits around seat to minimize slipping and maintain position on seat. Cushions are packed 10 to a shipping case.

Want more info? Use coupon on page 147 and you will get it!

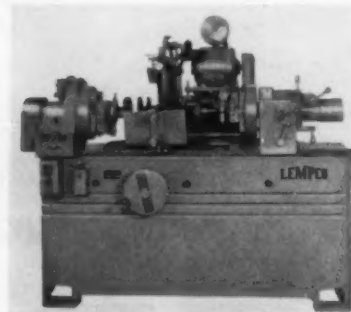
820—Piston, Sleeve Sets

A complete line of automotive pistons and cylinder sleeve assembly sets for farm tractors and trucks, introduced by Badger Mfg. Co., Marinette, Wis., features a label which shows at a glance helpful application data, as well as parts numbers on all packaged sets.

Want more info? Use coupon on page 147 and you will get it!

821—Crankshaft Regrinder

"Model 518," a small crankshaft regripper introduced by Lemco Products, Inc., Bedford, O., reportedly occupies less space than others, yet does precision grinding of passenger-car and light-truck V-8 crankshafts quickly and easily.



"Air-slide" in-and-out and fast traverse reportedly speed the operation. There is no necessity to balance crankshafts, it was claimed, with no inboard or outboard weights to position. Changes of balance setup are unnecessary when moving from main journals to throws. With fast cam-actuated aluminum alloy steady rest, the "518" plunge grinds to .0002" total tolerance, the manufacturer said. Built-in pre-load absorbs axial thrust.

Want more info? Use coupon on page 147 and you will get it!
(More New Products on page 157)

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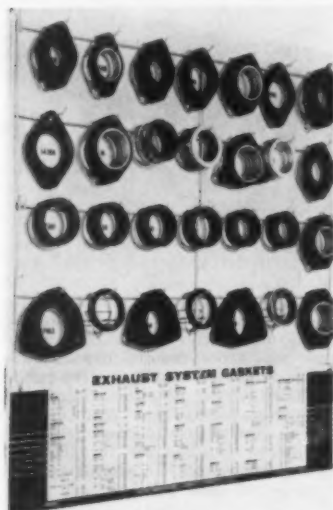
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TYLER, TEXAS

New Products

(Continued from page 154)

822—Gasket Assortment

Consisting of 22 different parts numbers and 164 pieces, an exhaust system gasket assortment announced by Victor Mfg. & Gasket Co., 5750 Roosevelt Road, Chicago 90, Ill., includes current models to provide comprehensive coverage of most shops' servicing needs.



A companion offering is a new type of storage-display wall rack giving accurate and easy gasket selection. Backboard of the rack, with printed gasket identification data, is renewable and the company will supply rack customers with replacement backboards free of charge.

Want more info? Use coupon on page 147 and you will get it!

823—Skin Cleaner

Powdered skin cleaner reportedly made of scientifically blended raw materials to insure safe, effective hand and skin cleaning, introduced by DL Products, Inc., 47-63 East Market St., Buffalo, N.Y., may be used with either hot or cold water.

Product works quickly, it was claimed, leaving skin soft and smooth with a pleasant scent. It is free-rinsing and gives profuse sudsing, according to the manufacturer.

Want more info? Use coupon on page 147 and you will get it!

824—Bendix Brake Tool

Similar to standard brake spoons, "No. 2011" Bendix brake adjusting tool, announced by Proto Tool Co., 2209 Santa Fe Ave., Los Angeles 54, Calif., features a special modified end to clear the suspension systems on new Corvairs, Chevrolets and Buicks.

The end is beveled to turn adjusting star screws positively while permitting user to reach the adjusting slot from a wide angle to clear suspension system obstructions. The opposite end adjusts all other Bendix brakes, it was claimed.

Tool is hot-formed in alloy steel, chrome-plated and is 9" long for good leverage.

Want more info? Use coupon on page 147 and you will get it!

825—Under-Car Chart

Complete steering and suspension parts are featured in an 18-page wall catalog announced by Moog Industries, Inc., 6565 Wells Ave., St. Louis 14, Mo., which shows car owner where the trouble area is on the car and what parts need to be replaced. Large exploded illustrations show parts numbers for easy reference.

Want more info? Use coupon on page 147 and you will get it!

826—Replacement Panels

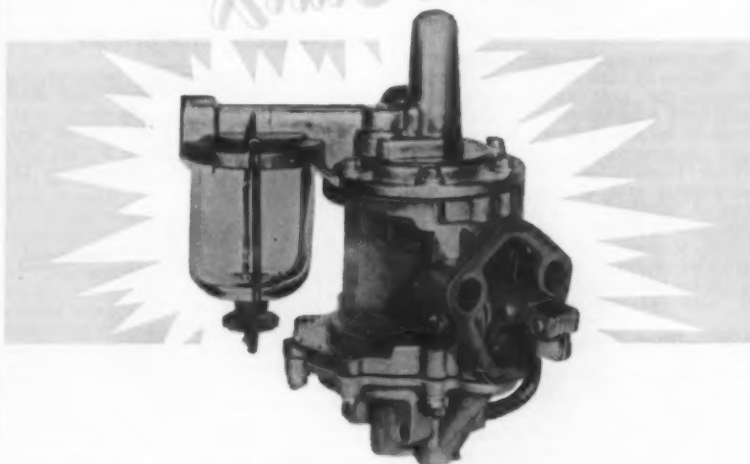
To save time and expense in replacing 1955-56 Dodge rear fenders, three replacement panels announced by Schofield Mfg. Co., 1140-1 E. 222nd St., Cleveland 17, O., reportedly provide precision die-formed facsimiles of the damaged section.

Available in right- and left-hand models are: "P-748" lower front section of rear fender for 1955-56 Dodge 2-door models; "P-752" lower center section of 1955 Dodge rear fenders, all models, and "P-751" lower rear section of 1955 Dodge rear fenders, all models, the manufacturer said.

Want more info? Use coupon on page 147 and you will get it!

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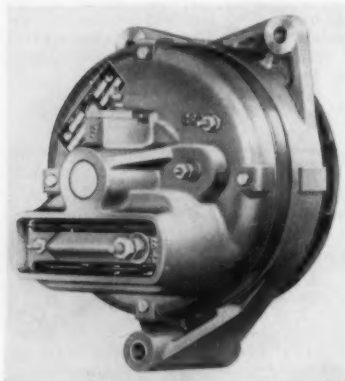
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827—Alternator

Designed for medium-duty service on any automotive vehicle, a 40-ampere alternator introduced by Leece-Neville Co., 1374 East 51st St., Cleveland 3, O., reportedly assures easy engine starting even in the most severe weather, permits full use of all electrical accessories at all speeds (including idle) and improves the performance of the engine ignition system.



The "6000 Series" will deliver 5 to 10 amperes at curb idle, it was claimed, making the unit exceptionally well suited for installations where stops are frequent but current requirements are high. Engineered to use the original wiring harness, generator leads and adjustment arm of the vehicle, unit may be supplied for negative or positive ground 12-volt systems. Types for 6-volt positive and negative systems will also be available.

Want more info? Use coupon on page 147 and you will get it!

828—Dual-Action Sander

Redesigned 5" pad on the dual-action sander, announced by National-Detroit, Inc., 2810 Auburn St., Rockford, Ill., reportedly takes the heavy punishment of the finishing department, such as block sanding, "touch-up" of rejects, etc., yet is no heavier than before.

It also permits sanding contours and up to right angles, the manufacturer said. Its scuffing or removing old finishes reportedly eliminates need for hand-sanding of prime and surface coats. The abrasive grains travel in a non-repeating path, thus generating no heat to soften the paint. All varieties of abrasives may be used from coarse to No. 320 grit.

Want more info? Use coupon on page 147 and you will get it!

829—Rear-View Mirror

A kingsize, wide-angle rear-view mirror, announced by Sted Enterprises, Inc., Chamber of Commerce Building, Miami 32, Fla., attached to an ordinary car mirror reportedly triples the driver's field of vision.

The 15" x 2½" mirror has a rounded steel frame which clamps easily onto regular mirror. It is especially valuable in giving a panoramic rear view while driving on today's wide superhighways and toll roads.

Want more info? Use coupon on page 147 and you will get it!

830—Battery Indicator

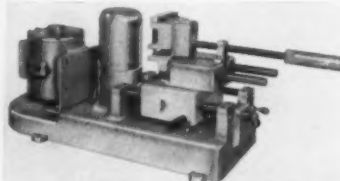
For universal use on any boat, vehicle, stationary engine or wherever a 12-volt storage battery is employed, "Model 375 E" battery generator indicator, announced by Instrument Division of Stewart-Warner Corp., 1826 Diversey Parkway, Chicago 14, Ill., is both a battery condition indicator and a voltmeter, combined in a single dial and case.

Instrument tells at a glance the amount of charge in the battery. In installations in which a generator is operated by the engine, it becomes a voltmeter as soon as the engine is started, the manufacturer said. In a typical operation on an engine having a generator, the indicator will register between 12 and 13 when the engine is not running and the battery is in properly charged condition. When the engine is started and the generator is functioning properly, the reading will normally be in the 14-15 range. However, if the generator is overcharging, the reading will be something above 15, warning that an immediate check-up is required.

Want more info? Use coupon on page 147 and you will get it!

831—Brake Shoe Grinder

Patented linear motion bearings reportedly make all carriage and shoe holder adjustments effortless with "Model 850" brake shoe grinder announced by Star Machine & Tool Co., 201 Southeast 6th St., Minneapolis 14, Minn.



Requiring no lubrication, grinder reportedly assures lifetime, precision alignment. Carriage and shoe holder assemblies travel on hardened and ground ways and new-design lever action shoe holder provides instant clamping and removal of brake shoes.

Want more info? Use coupon on page 147 and you will get it!

832—Oil Lines

To provide the same flow of oil and overflow drainage at the original system, external auxiliary rocker arm oil lines, announced by Champ-Items, Inc., 6191 Maple Ave., St. Louis 30, Mo., are available as "No. 201" for 8-cylinder Ford cars and trucks and Mercury 1954-61, and as "No. 202" for 6-cylinder Chevrolets 1953-61.

Both units can be installed in less than an hour, it was claimed, using normal hand tools and a drill. Only the valve cover need be removed. Each unit consists of an oil-pipe replacement fitting that supplies oil flow through a copper line to a new hollow-core valve cover stud. Oil flows through this hollow stud to the original rocker arm shaft channel. Surplus oil is carried off through a port drilled in the end rocker arm shaft support.

Want more info? Use coupon on page 147 and you will get it!

833—Warning Light

Visible for over a mile, the 360° emergency warning light announced by Yankee Metal Products Corp., 25 Grand St., Norwalk, Conn., flashes front and rear lights simultaneously, alternating with the flashing of lights to the sides.

Made of rustproof die-cast and finished in a nickel process with chrome-



plate, lamps feature Bonderized steel base finished in neutral baked gray enamel, which can be mounted with a single toggle bolt from either inside or outside of vehicle on shockproof rubber pad. The heavy-duty alternating flasher operates magnetically — 75 flashes per minute. No lubrication or upkeep is required.

Want more info? Use coupon on page 147 and you will get it!

834—Filter Wall Chart

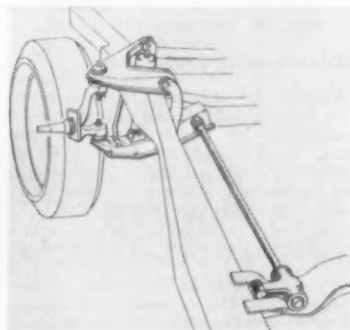
Listing replacement filters for American and foreign cars and light trucks, a 4-page oil, air and fuel filter refill specifications wall chart announced by Purolator Products, Inc., Rahway, N.J., shows simplified cross-reference charts of all filter stock numbers, and, in addition, has a new "How to Sell" and "Product Story" section.

Want more info? Use coupon on page 147 and you will get it!

835—Torsion Bars

Torsion bars for all Chrysler cars, announced by Moog Industries, Inc., 6565 Wells Ave., St. Louis 14, Mo., are pre-set for right- and left-hand applications and reportedly are made from the finest rolled alloy steel for maximum strength and stress resistance.

Want more info? Use coupon on page 147 and you will get it!





836—Suspension Device

Situated near each rear wheel of a car, an adjustable automotive suspension device, "Superlift," announced by Delco Products, Division of General Motors, 329 East First St., Dayton 1, O., on most cars is interchangeable with the "Superide" replacement shock absorber recently introduced.

"Superlift" can be handled and installed (left) by service stations. Air lines connect the 2 units inflated by a single nozzle in the trunk (right photo). Designed to maintain proper control of the car body under both unusual and normal loads, device reportedly reduces probability of car body dropping onto axle, likelihood of bumper drag when



driving over steep ramps and brings better handling and control of the car when pulling a trailer. Nylon tubes carry air to both units from a single filler nozzle situated in the trunk. An automatic control on nozzle keeps a minimum pressure in the units when they are being deflated. Operating pressure ranges from 10 to 65psi in the chamber.

Want more info? Use coupon on page 147 and you will get it!

837—Generator Tool Kit

Generator and starter repair jobs reportedly can be accomplished quickly, easily and profitably with a generator tool kit introduced by Wesley Mfg. Co., 1305 Russell Ave. North, Minneapolis 11, Minn., which includes 12 pieces to make up the following tools:

Speedpuller for extracting all makes of generator and starter bushings, which comes complete with 3 quick-change taps plus Allen wrench; compensating adapter, which permits locking entire armature into the lathe for machining, without removing pulley, bearing, end plate, spacer or woodruff key; Ford bearing cup center to allow machining the commutator without removing ball bearing; Ford bearing puller and bushing drivers, which include hardened steel driver shaft and 3 driver tips to seat new armature bushings of any size.

Want more info? Use coupon on page 147 and you will get it!

838—Body Filler

Prepared especially for the body repair trade, "Bodyman" body filler, introduced by The Jaycee Chemical Corp., Northford, Conn., reportedly features a cream catalyst that requires no kneading.

Product will not shrink, it was claimed, and provides excellent featheredging. Both catalyst and compound feature a different color to permit easier mixing, as well as a quick check on thorough mixing. A minimum of dust reportedly is produced when grinding or sanding, because the heavier-than-air particles drop quickly to the floor. Filler is odorless, non-toxic and non-irritating, and is fully flexible—not rubbery, according to the company. It is available in 3-lb. quart cans and in 12-lb. gallons.

Want more info? Use coupon on page 147 and you will get it!

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839—Gas Cap

The "G-90 Dual-Loc" locking gas cap, introduced by Stant Mfg. Co., Inc., Connersville, Ind., replaces the "G-50" and "G-70," while retaining such features as the extra heavy, rust-proofed steel locking members, turn-on type, positive action and husky appearance.



Chromium-plated outer shell encases high-pressure die cast internal body. Cap is equipped with swivel-type keyhole cover to keep out dirt and water.

Want more info? Use coupon on page 147 and you will get it!

840—Idler Arm Kits

When installed, steering idler arm ball bearing kits for 1960 Falcon and Comet cars, introduced by O.E.M. Products Co., 5296 Northwest Highway, Chicago 30, Ill., reportedly keep out dirt and moisture and provide safer, more dependable steering under all conditions.

Ball bearing action is anti-friction, enabling smooth, free-rolling operation, it was claimed. Kit contains thrust bearings, nylon bushing, steel collar and all other necessary small parts for fast, easy installation, the manufacturer said. Bearing contains grease fitting for easy lubrication. Lubricants are sealed in and rubber washer and steel collar eliminate seepage. Kits are individually cartoned and clearly identified.

Want more info? Use coupon on page 147 and you will get it!

841—Power Wrench

The "CP-734" air wrench, announced by Chicago Pneumatic Tool Co., 6 East 44th St., New York 17, N. Y., is said to be a compact, lightweight $\frac{1}{2}$ " square drive power wrench which properly tensions all bolts, nuts and screws up to $\frac{1}{2}$ " size on low air consumption.



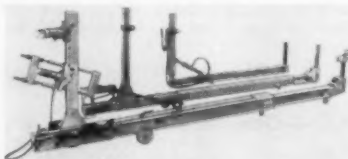
"CP-712 Zip-Gun" with built-in power regulator reportedly is ideal for use in service stations, muffler and brake shops in speeding the removal of exhaust systems, brake drums, shock absorber nuts, license bolts, etc. It also speeds riveting, driving bushings, sleeves, pins, valve bushings and similar operations, the manufacturer said. The "CP-788" air drill equipped with a $\frac{1}{4}$ " Jacobs chuck reportedly is a smooth trouble-free variable-speed drill ideally applicable for driving carbon removal brushes, reamers, hones, rasps, screwdriver attachments, etc.

Want more info? Use coupon on page 147 and you will get it!

842—Body-Frame Machine

Power, size and design of the "120 Portable Bearcat" body-frame machine, introduced by Bear Mfg. Co., 2016 5th Ave., Rock Island, Ill., are said to enable it to do the complete correction job on any size conventional or unitized automobile.

Adjustable-height pull-yoke assembly on the upright beam reportedly



make possible these pull combinations: (1) continuous 10" pull at pull-yoke with assembly at any height and upright tower stationary, (2) double stretch-and-pull, decreasing or increasing pressure simultaneously or independently with tower upright, and (3) pulling with upright beam while independently controlling upper and lower pull with second and third jacks.

Sliding bar attachment on the main beam permits making pulls from inside the engine compartment, conventional or rear-mounted, without removing the engine, it was claimed. For heavy pulls the "120" provides pull-rod metal-to-metal hookups instead of chains for greater safety and rigidity. Device comes complete with clamps, frame gauges, safety stands, rods, chains and attachments. Two or three smaller "Bearcats," primarily for unitized correction work, are also available.

Want more info? Use coupon on page 147 and you will get it!

843—Liquid Sealer

Because of its rubber base, a liquid sealer, announced by Minnesota Mining and Mfg. Co., 900 Bush Ave., St. Paul 6, Minn., can be painted 30 minutes after application, reportedly giving excellent adhesion to a wide variety of surfaces.

"Drip-Chek" sealer smoothes itself. It resists oil, gasoline and grease, as well as water, and will remain flexible for years, the manufacturer said. It flows slightly to seal cracks or openings on welded seams, drip rails, moldings and firewalls. Product is available in 5-oz. tubes and $7\frac{1}{2}$ -oz. and pint cans. The cans fit "3M" brand applicator guns which can be used with flow or spreader tips.

Want more info? Use coupon on page 147 and you will get it!

844—Magneto

"Mini-Mag" magneto that reportedly will provide motorists with the same type of high-efficiency ignition system as those used in aircraft and racing cars, announced by the Scintilla Division of The Bendix Corp., will be merchandised in this country through Mallory Electric Corp., 12416 Cloverdale Ave., Detroit 4, Mich.

Available in kits to fit any type of automobile, the unit will be sold through Mallory's nationwide organization of service stations and dealers. The generating component is manufactured by Scintilla and Mallory provides the adaptations of drives and mountings. Mallory also will offer an exchange policy to permit owner to transfer the unit from one car to another.

Want more info? Use coupon on page 147 and you will get it!

845—Warning Signal

Formerly used as a safety device on trucks, the "Pathfinder" hazard-warning emergency converter switch has been designed by Auto Lamp Mfg. Co., 2909 South Indiana Ave., Chicago 16, Ill., for passenger-car use and requires dash space only $2\frac{1}{2}$ " x $2\frac{1}{2}$ ".

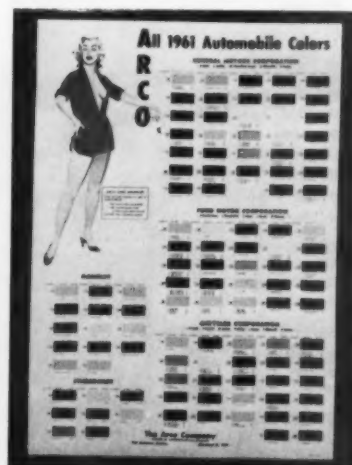
Available with 6- or 12-volt flasher or separately without flasher, unit continually and simultaneously flashes all 4 passenger-car directional lights on and off. It can flash up to 6 lights at once without changing any of the lighting units, the manufacturer said. Switch comes ready to install with heavy-duty Tungsol flasher, pig-tail leads and fittings. A translucent red plastic knob lights up to indicate when all lights are in operation.

Want more info? Use coupon on page 147 and you will get it!

846—Wall Color Chart

Displaying color chips of all colors used on 1961 automobiles, a 22" by 32" wall chart, prepared by The Arco Co., 7301 Bessemer Ave., Cleveland 27, O., shows the body shop painter or automotive jobber at a glance any desired color. Grouped by car manufacturer, each color chip is identified by manufacturer's color name and combination number.

Want more info? Use coupon on page 147 and you will get it!



Van Norman 438 CRANKSHAFT REGRINDER

28% greater speed...
to give you an
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Shop tests across America have proved it: the Van Norman 438 reduces crankshaft grinding time an *average* of 28%. Figure it either way—as *more jobs* done per day, or *less time* spent per job—it adds up to extra money in your pocket. Some reasons why the 438 is the best performer in the business:

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- Faster set-up with dial-o-matic steady rest.
- Longer wheel life—26" grinding wheel.
- Pre-lubricated wheel spindle—less maintenance cost.
- Grinds with chucks or spring-loaded driving dogs on centers.
- Less operator fatigue—electro-matic table traverse with wheel head retraction and in feed.
- One shot "Bijur" lubrication.

Contact Van Norman now for details.

QUALITY IS THE REASON—IT PAYS TO VAN NORMANIZE

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A DIVISION OF VAN NORMAN INDUSTRIES, INC.

4129

847—Torque Converters

Re-engineered automobile torque converters, announced by Cal-Torque, Inc., 3812 Willat Ave., Culver City, Calif., reportedly are processed through the plant in a scientific step-by-step process from disassembly, parts replacement, re-welding, actual engine block alignment to zero run-out and final inspection, being shipped to customers superior to O.E.M. specifications.

All units are 100% pressure-tested to safeguard against housing leakage, it was claimed. Worn parts, such as the sprag assembly, are replaced with a special improved designed unit which reportedly provides more bearing surfaces for reduced stress and superior

life. A welding system is said to permit a continuous, closely controlled weld seam which seals the outer impeller housing.

Want more info? Use coupon on page 147 and you will get it!

848—Honing Machine

A honing machine for rod reconditioning and pin fitting, announced by Sunnen Products Co., 7910 Manchester Ave., St. Louis 17, Mo., reportedly has a wider selection of speeds as well as greater pulling power of the spindle.

Its new features will accommodate the rod reconditioning market in the

pressors, while retaining its efficiency at the high pressure of 110psi or more required by other wrenches.

Weighing 5¼ lbs., tool is 7½" long and includes a ½" square drive. It delivers 1,100 blows per minute and is designed for driving or removing nuts, bolts or screws as well as for chucked drilling, grinding, sanding and tapping. The oscillating feature is said to extend service life because it eliminates the in-and-out camming action of conventional air wrenches.

Want more info? Use coupon on page 147 and you will get it!

850—Filters

"Wear Guard" oil, air and fuel filters announced by Fram Corp., Rumford Post Office, Providence 16, R.I., reportedly are designed to trap up to 40% more dirt.

Air filters with flame-proofed media 99% efficient are said to provide maximum engine air protection and to deliver top gas mileage. Durability of the oil filters has been proven by numerous specialized testing techniques.

Want more info? Use coupon on page 147 and you will get it!

851—Motor Mount Kits

Kits introduced by Anchor Industries, 1725 London Road, Cleveland, O., include all the nuts, bolts, fittings, spacers and washers needed to install motor mounts.

A different kit is available, individually boxed, for every type of installation.

Want more info? Use coupon on page 147 and you will get it!

852—Filter Wall Chart

Providing a convenient, ready reference for service station lube rooms, an oil and air filter wall chart announced by Hastings Mfg. Co., Hastings, Mich., gives up-to-the-minute specifications and cross-reference information on all leading filter manufacturers' 1961 products for domestic and foreign cars.

Want more info? Use coupon on page 147 and you will get it!

The WHY and HOW of VALVE SPRING SHIMS



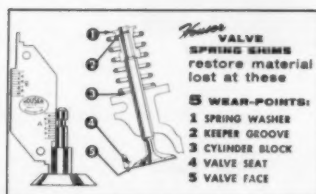
C. N. BUTTS

His solution boils down to two easy WHY and HOW rules!

Many service departments have been "stumped" by a car that "just won't run right" after the valves are ground. In talks with C. N. Butts, Sales Mgr., Houser Engineering & Mfg., Inc., they blamed everything but the one sure offender . . . improper valve spring height.

1. UNDERSTAND the WHY

Every grind-off reduces valve spring tension. In machining the seat and grinding the valve face, we actually have the effect of lengthening the valve stem. If elongated only .035", loss of spring tension is about one fifth. If the valve spring is weak, the valve will not close. And then what happens? The valve will not cool properly and soon fails. Flutter, surge and bounce prevent smooth running.



2. USE the HOW

Only by shimming the valve spring an amount equal to grinding loss can we restore full and satisfactory engine performance. Fortunately a permanent cure is so sure and easy, and costs so little, that any mechanic can be an expert with Houser's patented Shim Gauge and the proper number of HOUSER SHIMS (.035" and .020" thicknesses) under the spring. Two gauges fit every car on the market . . . give instant, accurate measurement for precision shimming.

The cost is only pennies . . . the resulting customer satisfaction is worth "a million."

For additional information

Houser Engineering & Mfg., Inc.

Bluffton, Indiana



larger truck and diesel rod field, as well as passenger-car rods, according to the manufacturer. Among other features are a V-belt double-reduction spindle drive and six speeds from 200 to 640rpm.

Want more info? Use coupon on page 147 and you will get it!

849—Power Wrench

An air-powered wrench, announced by Thor Power Tool Co., 175 N. State St., Aurora, Ill., features an oscillating mechanism that reportedly makes possible maximum efficiency operation off the low 50psi pressure of small com-



For Sensational Improvement in

Carburetor Performance, Install

The **MASTER**
Neoprene
FLOAT VALVE

Positively Stops Flooding . . . Smooths
Idling . . . Increases Gas Mileage!

4 OUT OF 5 CARS need this tiny precision part that makes such a B-I-G difference in performance! Easy to install . . . pays off handsomely in customer satisfaction and service profits (\$3.50 parts sale plus labor). For all popular cars and trucks—including '60 models.

Complete Satisfaction Unconditionally Guaranteed!

See your jobber or
write for information
and price.

PARKER BROTHERS, INC.
807 East 8th • Tulsa 20, Oklahoma

853—Engine Parts

Offering complete coverage of all popular foreign-car engine replacement parts, a parts line announced by White Machine Works, Eau Claire, Wis., includes pistons, rings, sleeves, pins, valves, guides, valve springs and engine bearings.

The parts will be available on a nationwide basis in company warehouses, including the ones situated at Atlanta, Ga., Dallas, Texas, and Miami, Fla. A complete and separate foreign-car engine parts catalog is available free upon request.

Want more info? Use coupon on page 147 and you will get it!

854—Valve Gauge Set

The universal overhead valve gauge set, "No. 000R," introduced by Proto Tool Co., 2209 Santa Fe Ave., Los Angeles 54, Calif., contains 16 bent feeler gauges from .009" to .027".

Each blade is offset at the right angle to protect mechanic's hands from hot manifolds while setting valves on all late-model cars, and each may be tightened securely in working position. Sizes are etched in each blade and all are accurately ground and precision-tested, the manufacturer said.

Want more info? Use coupon on page 147 and you will get it!

855—Compression Ring

The channeled face of a cast iron compression ring announced by Ramsey Corp., 3693 Forest Park Blvd.,

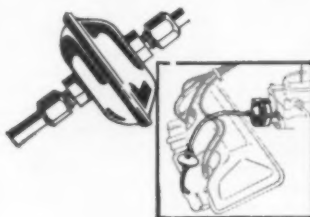
P. O. Box 513, St. Louis 8, Mo., is filled with 4 to 6 thousandths of pure molybdenum, leaving 10 to 20 thousandths of cast iron at the top and bottom of the ring face.

This process reportedly gives the ring the quick-seating qualities of cast iron, plus the long-wear characteristics of molybdenum with resulting friction-reducing benefits.

Want more info? Use coupon on page 147 and you will get it!

856—Choke Filter

An automatic choke air filter that screens out carbon, dirt, gum and other particles from car and truck automatic choke mechanisms, announced by Houser Engineering & Mfg., Inc., Bluffton, Ind., in addition reportedly makes starting easier, eliminates rough idling,



stops excessive fuel consumption, helps prevent stalling and carburetor damage.

Filter unit is inserted in the automatic choke hot air line. One model fits all vehicles. Fine-mesh monel metal screen filters out all foreign particles drawn into the choke housing through the hot air tube, the manufacturer said. Screen can be cleaned with carburetor solvent and air pressure reportedly will restore it to peak performance.

Want more info? Use coupon on page 147 and you will get it!

857—Transmission Stand

Fast handling of the Volkswagen engine and transmission reportedly is assured with "No. 69" stand and "Model 700VW" hydraulic jack, announced by Edmund J. Wudel Mfg. Co., 6082 Ferguson Drive, Los Angeles 22, Calif.

When standard Volkswagen adapter is bolted onto engine, it can be easily moved by one man, it was claimed, from jack to stand. The stand is portable or can be bolted to the floor. Its rigid tubular welded construction reduces weight for easy handling as a portable unit, the manufacturer said.

Want more info? Use coupon on page 147 and you will get it!

858—Shock Absorber Tool

Universal shock absorber tool "No. 465," introduced by K-D Tool Co., Lancaster, Pa., has 3 wrench openings which reportedly fit any one of the stud-ends on different make shocks (including Delco) so that the piston can be held stationary while the mounting nuts are tightened.

Head end of tool is designed for a tight but easy-on-the-hand grip, it was claimed.

Want more info? Use coupon on page 147 and you will get it!

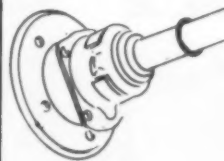
At Last!

A GREASE RETAINER FOR THESE CARS!

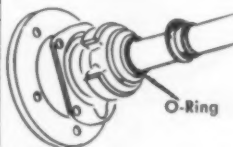
Chevrolet	1956 thru '60
Buick	1956 thru '60
Pontiac	1957 thru '60
Chrysler Products	1936 thru '60

AD-A-SEAL OIL SEAL FOR REAR WHEELS

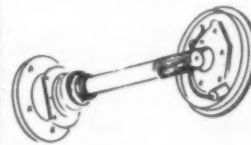
SIMPLE AS 1-2-3
TO-INSTALL!



1 Place O-Ring on axle.



2 Slide AD-A-SEAL up Axle to cover O-Ring. Other method: Put O-Ring on axle and place AD-A-SEAL in housing.



3 Re-install axle into housing.

Here's Why it's the best on the market! • Unique side-sealing principle. • Not affected by loose bearings and out-of-line axles • Seals worn or grooved axles perfectly. • Seals at 3 separate points.



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A-6

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Your NAPA Jobber is a good man to know. He stocks the complete line of Fleet lifting equipment.

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St. Joseph, Michigan

Bob Wilke picks a winner

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"We find Brisko's Mileage Savers are dependable, practical and give us considerable added mileage. They perform very well on our five station wagons and three Cadillacs," says Bob Wilke, President of Leader Cards, Inc., owner of the 1959 winner in the Indianapolis 500 Mile Race.



Brisko's Mileage Saver will add profit to every tune-up job. It restores "peak" engine performance . . . adds miles to every gallon . . . prevents flooding, stalling and vapor lock . . . assures velvet-smooth idle and acceleration . . . means customer satisfaction and repeat business. Installs in minutes—factory-set with no carburetor adjustment needed. Retail only \$6.95.

Replace burned, rusted heat tubes with BRISKO'S AUTOMATIC CHOKE HEATER

Supplies dry, pure air superheated to assure fast choke opening. Gives more economy, greater power, fast starts. Eliminates sticking chokes, overrich mixture, engine loading, oil dilution. Installs in minutes with no drilling or tapping. Guaranteed for life of car. Lists only \$3.75.

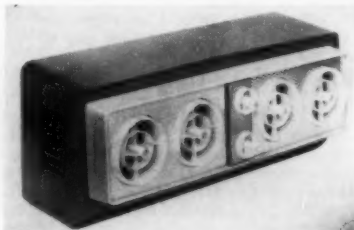


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**BRISKO'S MILEAGE
SAVER, INC.**
OJIBWA, WISCONSIN

859—Air Conditioner

Featuring the patented "turbo-impeller" which reportedly circulates a maximum volume of cool air efficiently and quietly at normal operating levels, its 1961-model air conditioner has been announced by Vornado Air Conditioner Corp., Brighton, Mass.



In a 27,000-mile, 42-day coast-to-coast test, Vornado engineers reportedly found that the unit provided 35% faster cool-down, fuller cool-air circulation, filtered out 90% of air pollen and cooled, dehumidified and filtered every cubic inch of space every 30 seconds. It is easy to install, fitting snugly under the dashboard, where 6 fully adjustable air circulators quickly and quietly circulate fresh air throughout the car, the manufacturer said. Unit has full-range air-speed control and automatic temperature control, and reportedly provides full-time cooling even when motor idles.

Want more info? Use coupon on page 147 and you will get it!

860—Feeler Gauge Set

Each straight tempered steel blade of a feeler gauge set introduced by Proto Tool Co., 2209 Santa Fe Ave., Los Angeles 54, Calif., is said to be accurately step-ground to give .002" tolerance.

With a range from .004" to .027", the "No. 000N" reportedly handles most maintenance and repair requirements for engine valves, bearings, mating parts, setting up cross slides, gibs, etc.

Want more info? Use coupon on page 147 and you will get it!

861—Air Wrench

A heavy-duty, 1" square drive air power wrench introduced by Albertson & Co., Inc., Sioux City 2, Iowa, reportedly features an improved air motor and housing, coupled with a power mechanism of advanced design.

Air entry is through a 1/2" inlet. The streamlined housing reportedly assures free air flow with minimum restriction, with resulting higher speeds accelerating wrench for faster rundown. Net time and air consumption per job are low, the manufacturer said. The reversing valve with related volume control for right-hand operation is leakproof and well protected. Bails provide for horizontal or vertical suspension. An auxiliary adjustable handle can be moved to 4 positions.

Want more info? Use coupon on page 147 and you will get it!

862—Reflector

Available in red or amber, a high-intensity truck and trailer reflector announced by Grote Mfg. Co., P.O. Box

766, Madison, Ind., reportedly can be seen 6 times farther than a taillight, meets the highest specifications and has been designed for approval by all states and all highway departments. Reflector is available with a theftproof, single-bolt mounting and a snap-in lens for easy installation, or with a permanently attached, neoprene-impregnated web mounting strap.

Want more info? Use coupon on page 147 and you will get it!

863—Tire Repair Patches

"Compact" tire repair patches announced by Kex Products, Inc., 4400 St. Vincent, St. Louis 19, Mo., are said to be light, flexible, yet tough, and may be applied either hot or cold in tubeless or tube-type tires.

Only 4 sizes are needed to repair injuries from 1/2" to 3 1/2". These sizes are designated "Nail Hole" (2-ply, 3"x3"), "Small" (2-ply, 4 1/2"x4 1/2"), "Medium" (3-ply, 6"x6") and "Large" (3-ply, 7 1/2"x7 1/2").

Want more info? Use coupon on page 147 and you will get it!

864—Master Cylinders

Reserve tank on GM replacement master cylinders introduced by Eis Automotive Corp. has been increased in size to effect a 20% additional reserve of brake fluid.

Intended for replacement on all GM 1959-60 passenger cars, master cylinders are precision-made.

Want more info? Use coupon on page 147 and you will get it!

B-6

FLEET

**HYDRAULIC
END LIFT**



Large 10" semi-pneumatic rubber wheels.

Lifts both front or both rear wheels of all cars and light trucks, quickly, easily.

Transmission adapter and high lift attachment available.

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A whole catalog full of stuff. Watches, tableware, encyclopedia sets, sprinklers, hot dog cookers, sweaters, roller skates . . . we could go on and on. The point is it's all free, but only if you sell Autolite Spark Plugs. If you don't, you're out of luck. You Autolite Dealers, want to know how you can get all this free merchandise? Nothing to it. Simply tear off the printed box top, with the part number on it, from every spark plug box and lock them up in your safe. Or take 'em home and let your wife stash the tabs away. When

you've got a fistful, pick out what you want from our free catalog sheets (or send us two bits for the big, beautiful catalog). Pick out what you want. Or let your wife do it. You know how they love poring through catalogs. And you fellows who sell some other brand of spark plugs, we'd like you to get in on this good deal, too. Just call your Autolite Supplier. You'll find there's a good many reasons why it pays to sell Autolite Spark Plugs. Why not call him now, and go Autolite for '61.



AUTOLITE

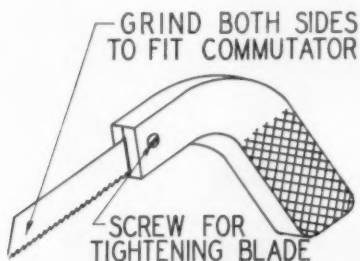
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TIME SAVERS

Making Inexpensive Tool To Undercut Armatures

THE tool illustrated can be made to undercut almost all generator and starter armatures for little or no cost by using a discarded key-hole saw handle and a broken hacksaw blade.



Grind the blade off as shown and clamp it in the handle. It will be found that this tool will undercut most armatures in the time it would take to set up electric undercutters. —*Morris Smith, 814 N. Third Avenue, Apartment 3, Knoxville, Tennessee.*

Using Foil to Prevent Drop Light Burns

EVERY mechanic, I am sure, has been burned at some time by a hot drop light shield and I have found this can be prevented.

Use a piece of aluminum foil to make a liner for the inside of the shield. This liner acts as an insulator to keep the shield cool and it also makes a much brighter light. When it becomes soiled it can be

discarded and replaced with a clean piece of foil. —*Henry Andrusick, Ford's Garage, 1600 Fourcade, Houston 23, Texas.*

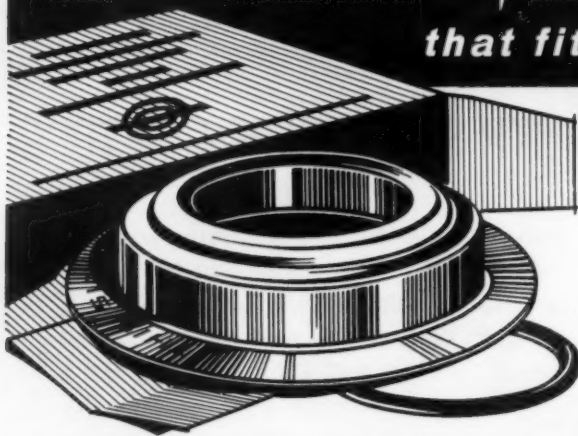
Making Tool to Expose Obscure Timing Marks

ON MANY engines it is very difficult—if not almost impossible—to locate the timing mark on the fan pulley or crankshaft balancer where it is covered with grime or grease.

To make this easier, I use a worn-out wire bristle buffer like those used in a drill to clean valve parts, carbon, etc., welding a 3/4" or 5/16" steel rod 18" to 24" long (as convenient) to the shank of the buffer.

With care not to encounter the fan or generator, this tool can be

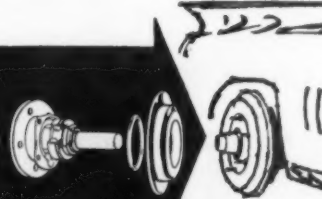
CHAMP-ITEMS has the 12 REAR WHEEL GREASE SEALS that fit ALL popular cars



Install in minutes without removing original bearing and seal! Sure-fire CHAMP seals s-l-i-d-e in place!

One assortment does the whole job! Sell a set to stop serious grease leaks and to guard against future failure of worn seals. Sell 'em for extra protection with every brake job!

1. Slide "O" Ring on axle next to bearing.
2. Slide CHAMP seal on axle to cover "O" Ring.
3. Slide axle back into housing and bolt in place.



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Packed 30 pair per assortment.
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maneuvered down to the pulley where, with engine idling, a very good job of cleaning can be done.—
W. H. Upton, Upton's Garage, 1117 Mathis Street, Gadsden, Alabama.

To Facilitate Drilling Hard Metals

To FACILITATE marking a piece of hard metal for drilling, stick a bit of masking tape over the area to be drilled.



The tape can be easily marked for accurate drilling and starting the drill will be easier, since the tape will prevent the drill bit from drifting off the mark. This is an especially useful idea when it is necessary to drill a hole in a dark corner where a center-punch mark cannot be seen easily.—*Glen F. Stillwell,*

340 Ninth Street, Manhattan Beach, California.

To Check Power Steering Before Installation

WE USE a simple but effective Time Saver for checking power steering gear assemblies before installing the unit in the vehicle:

Install a fitting on the inlet side of the valve body to take the air hose. Plug the exit side of gear box, then dunk the entire gear box assembly in light engine oil and apply air pressure not to exceed 100 pounds. Watch for air bubbles that indicate leaks. If no leak shows, install the assembly after drying.—
Harry J. Miller, 991 Forty-Second, Sarasota, Florida.

Replacing Brake Cable On Fords through '58

WHEN replacing an emergency brake cable on Fords through the 1958 models, almost one hour can be saved by not removing the emergency brake applying handle from car.

To replace the cable, remove cable wheel under dash by pushing

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• RADIATOR CAPS • RADIATOR PRESSURE CAPS

NEW! LARGE DIAMETER DECORATIVE CAPS FOR SMALL & COMPACT CARS!

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BIG BOY PRODUCTS DIVISION
The Dalton Foundries, Inc.
Warsaw, Indiana

the handle trip up and pushing the handle down. The ball on the end of the rod can be pulled out and the end of the new cable slipped in. Release the trip and the handle will return holding the ball in place.—*Jimmy Martin, c/o Ray Martin's Garage, Hartshorne, Oklahoma.*

Using a Small Lathe In Valve Grinding

WHERE there is only an occasional need to grind valves, an effective setup can be improvised on a

small engine lathe, thus saving the considerable expense of a single-purpose machine.

A tool post grinder, mounted on the lathe compound, provides a precision grinding head and the compound can be swivelled to any desired angle to feed the wheel across the face of the valve. Valves can be held in either a collet or universal chuck. If chuck is used, be sure it is a good one. Jaws should close to within a few thousandths of being perfectly true.

A further word of caution: The



wheel centerline must be set vertically on the same level with the lathe centerline and then diamond trued in this position.—*H. J. Gerber, 1604 W. 8th, Stillwater, Oklahoma.*

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Pinpointing Rattles In Motionless Car

WHEN a mechanic is working alone, it is sometimes difficult to locate rattles and squeaks in the chassis and exhaust systems as well as other places where the car must be driven to make them show up.

To remedy this situation, let the engine idle after removing a couple of plug wires to cause rough idling. Many squeaks and noises will show up with the car sitting still and it is easy to put the finger on them.—*Russell Weaver, Mechanic, Argabrite Chevrolet-Oldsmobile Company, 214 North Green Street, Henderson, Kentucky.*

Starting Bolts and Pins In Close Places

AN OLD wiper cable and a piece of 1/4" copper tubing make an excellent tool for starting bolts and pins in close places.

Fold cable in center and put folded end through tube. Slip bolt through loop and pull one end of cable. This holds the bolt tight. After bolt is in hole, pull tube and slip loop from bolt head. The tubing may be bent in any shape to suit the spot to be reached.—*A. J. DeVere, Route 3, Berea, Kentucky.*

Mercury Moves Sylvester

C. F. Sylvester has been appointed general field manager of Lincoln-Mercury Division's Washington district sales office, replacing Carl A. Bromley, who transferred to the Buffalo district sales office. Sylvester joined Ford in 1955 as manager of sales planning and dealer recruitment for its Special Products Division after more than 20 years' experience with Chrysler and Packard Motor Car Co.

For the fourth year Houston (Texas) Automotive Wholesalers observed Christmas in the name of customers and friends by aiding the Lighthouse for the Blind, this time with a third machine—a wire bending and cutting one—for the workshop, making the Houston-Harris County Lighthouse the first one in the country to own such a machine and providing employment for five blind people. Pictured are (l. to r.): J. E. Wilson, committee member; A. B. Warrenburg, HAW president; Mrs. Jeri Reugagnac, Lighthouse executive director; E. A. Wagner, committee chairman, and E. H. Bauerle, Jr., committee member. The group also donated furniture and equipment for one of four new classrooms planned by the Cerebral Palsy Treatment Center in Houston.



Champion Will Stage \$1,000,000 Contest

AN AIRLINER and crew for personal use anywhere in North America, plus \$5,000 (tax paid) spending money, will go to the first-prize winner in Champion Spark Plug Co.'s \$1,000,000 "Trip of a Lifetime" contest to begin April 11 and end May 31.

The contest, said to be the largest ever held in North America, is geared to attract motorists, service station operators and attendants, garagemen and all salesmen selling to retailers. It will offer 1,160 prizes to motorists and duplicate awards to dealers and salesmen.

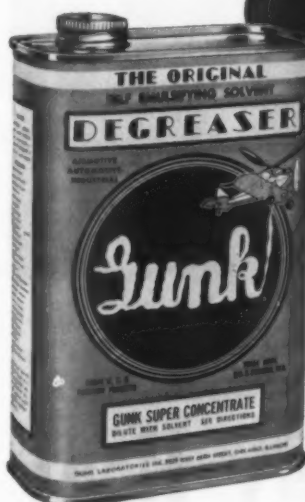
To enter, a motorist must have his spark plugs checked by his service station or garage. He then is handed an official entry blank certified by the person who checked the plugs—dealer or employee.

Jacksonville Elects Warren

Ellis Warren is the new president of the Jacksonville (Fla.) Independent Automobile Dealers Association. Others officers are Bob Jackson, first vice president; Orville Shannon, second vice president; Carlton Sutton, third vice president, and Ray Schenks, treasurer. Directors include Ted Jordan, Kent Lewis, Don Buffkin, Billy Reese and Beryl Duncan.

Shreveport-Bossier Elects

W. T. Hanna, Jr., of Bill Hanna Ford, Inc., has been elected president of the Shreveport-Bossier (La.) New Car Dealers Association, which includes 16 new- and foreign-car dealers. M. C. "Sonny" Bledsoe of Bledsoe Motor Co. (Rambler) is vice president and secretary-treasurer.



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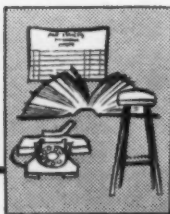


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SOUTHERN JOBBERS and FACTORY MEN



Harry Verner (left) and President Jack Verner listen in as their brother, Abe, radios instructions for a parts pickup to a truck driver already out serving the trade with fast service in Atlanta.

Delivery Every Hour —by Radio Truck

By DONALD L. MOORE

BY EQUIPPING its fleet of eight trucks with two-way radios, Verner Auto Supply, Inc., has speeded up its delivery service and reduced its transportation costs, enabling this Georgia jobber to promise "delivery within an hour."

Five trucks operate from the firm's Atlanta headquarters at 800 DeKalb Avenue, N. E., and three from the branch in Decatur at 902 W. College Avenue.

President Jack Verner estimated the cost for the two-way radio service at \$1 a day per truck for the radio equipment rental and upkeep. This cost is saved nearly every time a trip is saved; an hour is saved in

making pickups or deliveries; or another sale is made due to the radio expediting.

But the important advantage of the two-way radio system is the time that it saves Verner's customers.

"The mechanic's time is more valuable now than ever before," declared Verner. "For this reason, fast delivery is more important than discount merchandise. If a customer has to wait—even for free merchandise, it's going to cost him!"

Since the radio system was activated Nov. 1, this boost to customer service has proved especially effective in the machine shop operation.

By radioing to a truck driver en route in the neighborhood, a Verner counterman can get him to pick up work for the machine shop much quicker and with less transportation. This eliminates hours of wasted time and enables Verner's customers to pass the benefits along to their own patrons.

The radio installation also speeds up deliveries of hard parts by consolidating and eliminating trips to fleet operators, garagemen and service station operators throughout the concentrated territory served by Verner, which includes Northeast and Southeast Atlanta and the Decatur-Avondale area.

Whenever Verner is out of a requested part—one needed fast to complete a particular garage job, a counterman only has to radio a driver cruising the Verner trade area. He delivers it rapidly to the job-at-hand. Thus, the mechanic can go on with his work, without having to be paid for an extensive,

Jack Verner looks at the base-station radio box high atop a parts bin and close to the 100-foot transmission tower on the roof of the building. FCC licenses for the Atlanta and Decatur call stations and operation requirements are posted in the frames at left on bin.



Service Kills Price Troubles

"Once you give your customers service, price is no problem." That's what Jack Verner, who heads up the business described here, told the recent annual convention of the Georgia Automotive Wholesalers Association, of which he is a past president. His Atlanta firm travels no outside salesmen but it relies on fast service to bring in the orders.

expensive wait.

Verner picks up 90% of its parts and supplies for both of its stores. Much is needed to maintain a \$60,000 inventory in Atlanta and a \$25,000 inventory in Decatur to fill the heavy store and delivery orders.

Radio communication also permits speedy and economical straightening out of so-called parts "mix-ups." The driver can quickly find out by radio from a counterperson that the delivered part is all right but one of a different brand or part number, because "the old one was superseded."

This keeps the driver from having to be delayed by making a call on a borrowed customer's phone or toll phone—or having to go back to home base to straighten out the matter.

Between 1950 and 1960 this jobber more than doubled the number of parts stocked. "This has become necessary," explained Jack Verner, "because cars bought in the '40's were driven only three or four years. Now cars are driven for ten to 15 years!"

Verner recalled that he had considered using two-way radios for two or three years before installing the radio system last fall. It took the firm only the minimum 60 days to get a license from the Federal Communications Commission. The license requires the operators to keep a daily log for inspection, and also to keep a regular radio tuned in for emergency operation instructions.

The system operates on a frequency of 151.745 megacycles and 180 watts from a 100-foot transmission tower above the Atlanta base station. Its call letters are KAT 324. The letters for the Decatur call station, which also has a 100-foot transmission tower, are KAT 455. Channel guards screen out another station operating on the same frequency, making for private lines for Verner. Installation in trucks with 12-volt system needs no alternator or other special adapters as the equipment is transistor-powered.



Hyman Verner shows one of the eight Verner truck drivers how to use the mike. Control box and loud-speaker are under the dashboard. Radio set is in truck floor by the door.

The manufacturer which engineered the system leased it to Verner. A local radio service dealer installed the equipment and is maintaining it.

The Georgian said, "Our two-way radio system is not as complicated or expensive as some people think." For tax and interest reasons, Verner elected to lease the system instead of pay \$10,000 outright for it. The firm paid \$978, or ten per cent, down. The lease calls for a monthly rental of \$187 principal and interest. Maintenance and repairs are extra costs for Verner.

With eight trucks equipped with receiving-transmitting units, the cost figures out at about \$1 per day per vehicle for rent and upkeep.

The first six weeks of intensive use of the two-way radio system satisfied the Verners that it would "more than pay for itself."

"Now," observed Verner, "we're waiting for industrial television so we can see what the customer wants—and speed it to him!"

Verner, who was president of the

Georgia Automotive Wholesalers Association in 1958, started the business in 1946. It is now a family affair, having been incorporated as Verner Auto Supply, Inc., in 1948. The Decatur branch was opened in 1952—to cut the time and mileage for deliveries in the Decatur-Avon-dale area.

Jack and his brothers, Abe and Harry, stay busy as counterpersons at the Atlanta store. Brother Hyman supervises the counter and the machine shop in Decatur, where Homer G. Coker is manager. Two other counterpersons are employed in Atlanta and one in Decatur. All are highly trained and experienced.

Four operators stay busy in the Atlanta shop and one in Decatur.

Verner employs no salesmen as such. In 15 years the firm has enlarged the Atlanta base four times and added the Decatur branch, yet it has had only two outside salesmen for a short time—one for six months and another for seven.

"We operate on the theory that our customers know what they want," explained President Jack Verner. "We don't take up their time with needless sales talk."

"Since there now are so many makes and models of vehicles, and design changes can come as often as twice a year, we feel that unless garages or dealers specialize in some particular service, it is next to impossible for them to carry sufficient stocks. We discourage them from tying up their capital in hard parts. Consequently, we never try to sell them on a volume basis."

But Verner keeps pounding home the speed with which they handle machine shop jobs and parts orders for customers. "Delivery within the hour" has become the standard that is fulfilled with only rare exceptions — thanks to two-way radio communication between counterpersons and eight truck drivers. They stay open all day Saturday and are busy six days a week.

Raleigh Jobbers Stop Saturday Deliveries

HEAVY morning traffic was blamed by members of the Raleigh (N. C.) Automotive Wholesalers Association for discontinuing Saturday morning deliveries, effective Jan. 1, although stores will remain open.

Participating firms are Auto Parts Co., Barnes Motor & Parts Co., Carolina Rim & Wheel Co., Grimes Supply Co., Motor Bearings & Parts Co., Motor Parts Warehouse and Raleigh Auto Supply Co.



Claude L. Suttles (left), a native of Atlanta, Ga., receives congratulations upon his promotion to vice president—replacement sales of Moog Industries, Inc., from President H. C. Moog (right). Looking on is J. B. Bushyhead, executive vice president. Joseph W. Giebe has been named assistant sales manager. Suttles, who comes from an automotive family, was at one time Southeastern sales manager of Moog.



Frank Van Parys has been elevated to Southwest regional manager for Ammco Tools, Inc., supervising sales personnel in Colorado, Kansas, Louisiana, New Mexico, Oklahoma, Texas and Fort Smith, Ark. He has been with the company for 22 years in manufacturing, engineering, sales and service capacities.

NAPA to Test-Market Ceramic-Coated Mufflers

A CERAMIC-COATED muffler test-marketing program, announced by National Automotive Parts Association, will be conducted at the service-station level on a limited number of mufflers for replacement on popular makes of cars.

The tests, to be conducted by NAPA's exhaust system parts supplier, will take place in a few pre-selected areas and involve mufflers which will be corrosion-protected with the same type of ceramic coating presently being used as original

equipment by American Motors on the 1961 Rambler. NAPA General Manager E. J. Muldoon said the tests are being instigated parallel to the public interest resulting from original equipment usage.

NAPA Reelects Test To Presidency

D. N. TEST, Jr., of San Antonio, Texas, was reelected president of the National Automotive Parts Association at its annual meeting in Chicago, which attracted an attendance of almost 400.

Also reelected were R. C. Barrett

of Columbus, O., vice president, and W. G. Gurich of Chicago, secretary. E. J. Muldoon of Chicago, who was appointed general manager in November, was elected vice president and treasurer.

The president announced that NAPA 1960 volume to date had increased at twice the rate of the aftermarket as a whole.

Meeting in separate session, the Manufacturers' Council elected Charles B. Johnson of Precision Parts Co., Geneva, Ill., chairman, succeeding Neil A. Moore of Dana Corp., Toledo, O. Charles Lansdale of DeKoven Mfg. Co., Racine, Wis., was elected vice chairman and L. N. Fisher of United Parts Division, The Echlin Mfg. Co., Chicago, was named secretary and treasurer.

Besides the officers, directors re-named were J. H. Baldwin of Indianapolis, A. F. Baxter of Buffalo, N. Y., H. E. Bowman of Des Moines, Iowa, H. A. Bradley, Jr., of Philadelphia, John O. Brittain of Oklahoma City, R. C. Colyear of Los Angeles, J. R. Courin of Chicago, J. T. Emerson, Sr., of Milwaukee, Carlyle Fraser of Atlanta, Ga., Malcolm Fraser of Memphis, Tenn., Frank Hummel of Salt Lake City, Wilton Looney of Atlanta, Ga., Ethel Meador of Richmond, Va., F. E. Nolen of Los Angeles, F. F. Rohrer of Pittsburgh, G. P. Rouge of Syracuse, N. Y., G. E. Schuman of Honolulu and P. G. Schwesinger of Cleveland.

Allen W. Bulluck has been added to outside force of The Auto-Equip Co., Rocky Mount, N. C., according to J. D. Winstead, owner.

Officers and directors of the Automotive Electric Association for the coming year are (l. to r.): front row, C. W. Crawford of Los Angeles, vice president and chairman of Central Warehouse Division; P. H. Neville of Leece-Neville Co., Cleveland, O., vice president and chairman of Manufacturers Division; J. E. Bickel of Monroe Auto Equipment, Monroe, Mich., president; C. J. Boland of Boland Ignition Co., Cleveland, O., vice president and chairman of Service Distributors Division; A. H. Knorr of Knorr-Maynard Co., Detroit, Mich., secretary-treasurer; middle row, E. V. Oehler of Briggs & Stratton, Milwaukee; T. A. Kreuser of Bendix Products Division, South Bend, Ind.; E. N. Robinson of Stewart-Warner Corp., Chicago; R. L. Jones of Automotive Service Co., Bakersfield, Calif.; G. Z. Spencer of Trico Products, Buffalo, N. Y.; J. Howard Reed of Detroit, executive secretary; top row, H. R. Yeary, Yeary Battery Co., Laredo, Texas; T. D. Rhodes of Barnes-Rhodes Co., Chattanooga, Tenn.; B. S. Kimber of Syracuse, N. Y.; Frank A. Johnston of Birmingham Electric Battery Co., Birmingham, Ala.; Ray B. Roberts of Roberts Brothers Co., Washington, D. C., and C. A. Callahan of S. X. Callahan, San Antonio, Texas.





J. Matthew "Hot Shot" Nelson (shown here), a new director of ASIA, is one of the best-known jobbers in the Southeast. He is a past president of the Automotive Wholesalers Association of Tennessee, of which he was one of the founding fathers, and has appeared on a number of wholesaler convention programs.

ASIA Names Directors For Three-Year Terms

NINE new directors will take office for three-year terms when Automotive Service Industry Association's first 1961 board of directors meeting is held February 13.

Wholesaler members elected unanimously are Allan Levine of Towers Motor Parts Corp., Lowell, Mass.; Henry Fickes of Reliable Auto Parts Co., Dover, O.; V. J. Hillstrom of Reinhard Brothers Co., Minneapolis, Minn.; J. Matthew Nelson of Holston Auto Supply Co., Kingsport, Tenn.; R. D. Wooten of Berkeley Automotive Center, Berkeley, Calif., and H. Kenneth Jackson of Jackson Supply Limited, Oshawa, Ont., Canada.

Manufacturer directors are L. J. O'Doherty of Acme Quality Paints, Inc., Detroit; R. S. Heidenheim of

McQuay-Norris Mfg. Co., St. Louis, Mo., and G. H. Treslar of The Black & Decker Mfg. Co., Towson, Md.

Van Norman Elevates Reed and Szaban

APPOINTMENTS of Stillman Reed and Stephen Szaban as assistant sales managers for Van Norman Machine Co. have been announced by Philip D. Moulton, vice president, automotive equipment sales.

Reed started with the company in 1943 in the sales department, later becoming sales office manager. Szaban, who joined Van Norman in 1931 as a machine operator, was a technical sales engineer before his present appointment. Reed will play a key role in streamlining the company's inside selling activities, while Szaban will assist the field sales force, working with jobbers, motor rebuilders and diesel shops.

John MacClements Heads Up Carolina Rim & Wheel

JOHN E. MacClements has been elected president and treasurer of Carolina Rim & Wheel Co., Charlotte, N. C., succeeding his father, Edward MacClements, who resigned but remains the principal stockholder.

The latter, widely known among his many friends for his sense of humor, commented:

"The job I will have here is order clerk. Some may choose to dignify it as purchasing agent, but I have never exalted myself with a title."

The father is rightfully proud of his age because his appearance and health are that of a much younger person. He advised some close friends that "When I passed 75 last year I announced that I was going



Transfer of Don Wilburn (top) from Charleston, W. Va., to Miami, Fla., and the creation of a territory for him stretching from Vero Beach on the East Coast to Fort Myers on the West Coast have been announced by Hirsig-Brantley Co. of Jacksonville, long-time manufacturers' representatives. Ben Rolfes (bottom), formerly a field man for the company, has been appointed district manager in West Virginia to take over the territory formerly covered by Wilburn. To step up central Florida coverage, Claud Parker has been assigned the Tampa Bay, Orlando and Cape Canaveral areas. Doug Cole remains in Jacksonville covering north Florida and south Georgia.

to try for 100 and, God willing, I will add the first of the succeeding 25 years next month."

He was a leader in the creation of the North Carolina and South Carolina Automotive Wholesalers Associations and has been active in the Virginias-Carolinas Automotive Wholesalers Association.

Carolina Rim & Wheel was founded in 1926.

Columbus Parts Picks Branton

Earl A. Branton of Montgomery, Ala., has been appointed territory manager in Alabama, Mississippi and western Florida for The Columbus Parts Corp., Sales Manager James Balough announced. A native of Altha, Fla., Branton has worked as a salesman in Tennessee.

This new branch operation of J. B. Cook Auto Machine Co., Inc., Little Rock, Ark., is situated at 4424 West 30th St. in Little Rock's west end. Included in the 5,600 square feet of space is a balanced stock and small machine shop. The facility presently employs four persons and offers delivery service. Joe Simmons is store manager and J. J. Ferguson is the machinist.



Overdistribution Assailed

Too many levels of distribution, abetted by price cutting by jobbers, bobbed up among chief complaints on current conditions by Southern and Southwestern wholesalers last month.

While compilation of returns to a questionnaire mailed to 350 revealed 60% with higher sales volume last year than the preceding year (30% listed a downturn and 10% the same sales), comments on the changing distribution pattern included:

Alabama—"We're bothered most by manufacturers, warehouses and large distributors selling key dealers, large fleets and muffler shops at jobber level."

Texas Panhandle—"Our biggest problems are price cutting and over-distribution practices of manufacturers. We are out of the anti-freeze business, whereas a few years ago we did volume of \$225,000 yearly."

(His sales were off 30% and his comment on that fact was: "Nuts!")

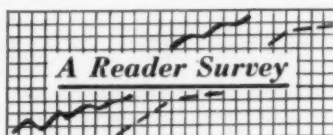
Medium-size Texas city—"Our volume was down, dollarwise, 8½%. However, we had out one man only and this compares with two out the preceding year. Our biggest headache is the constant breaking down of prices—too many levels of distribution."

Eastern North Carolina—"Jobbers are cutting down prices. Distributors are selling the trade at jobber net

price."

South Alabama—"The big problem today is how are we going to support all the new jobbers? The warehouse program is getting sales-happy in billing garagemen as jobbers. We in Mobile are working together to help support those we now have in hopes that 26 will be all."

"We do feel 1961 will be much better because we are going back to



work. We will have an organized sales plan and program. Of necessity we will change some sales personnel in order to improve our position."

A number of wholesalers admitted they had to work harder last year, especially the latter half, in order to maintain sales volume near the '59 levels.

A North Alabamian reported adding a tool and equipment department adjoining his building. No tools are cataloged in the parts catalog and "our sales in tools have increased a third during the last quarter as a result of this change."

A North Carolinian's sales were up 5% through "better parts cover-



H. T. "Dubie" Dubendorff (left) is shown upon his election to vice president of The Echlin Mfg. Co., Branford, Conn., with President J. E. Echlin, who made the announcement. Dubendorff will continue to direct all sales for both divisions of the company—Echlin Ignition and United Brake Parts.

age and added lines."

"Inventory control" has been aggravating many respondents in this monthly survey.

Collections dragged along to bother many jobbers. Said a Kentuckian: "Service-station collections are too far behind for dealers' capitalization. We are suggesting tighter credit at the service-station level." His sales would have dropped behind 1959's had it not been for snow.

Said a West Virginian:

"Our biggest problem, as well as the other jobbers', is collection. We are this month incorporating our business and putting our business on a strictly 30-day basis, C.O.D. on all orders shipped from that date."

"We anticipate better relationship with our customer due to the fact there will be no misunderstanding."

A veteran South Carolinian reported sales off 10% but that his shop sales were 2% higher. "Gotta work like hell this year," he added.

A Tennessean listed a volume upturn of 8.85% "due to harder work and better planning."

An Oklahoman was able to report a sales rise of 15%, but "profit on sales was off," he commented.

A good tobacco crop helped some firms in eastern North Carolina.

An Alabamian said that a new branch accounted for his sales increase of 20%.

Gatke Appoints Abbott

Edward S. Abbott of Mt. Pleasant, S. C., has been appointed sales representative for Gatke Corp. of Chicago, according to Automotive Sales Service Manager H. W. Boyle.

New directors of the Motor & Equipment Manufacturers Association met recently in Coral Gables, Fla., where they elected Frank L. Bredimus, president of Globe Hoist Co., Philadelphia, president. Past President John W. Anderson of The Anderson Co. was honored with an illuminated copy of a unanimous resolution tendering the "sincere thanks" of the association presented by Thomas S. Rose of Sealed Power Corp., retiring president. Clockwise around the table are: Harold F. Griffin of Griffin Lamp Co.; G. H. Goehrig of Blackhawk Mfg. Co., reelected vice president; Ross R. Dunn of Hastings Mfg. Co.; Dr. Ben Werne, counsel; C. A. "Pete" Benoit, Jr., of Permatex Co., Inc.; William A. Raftery of Signal-Stat Corp.; Rose and Anderson; Robert D. Williams of E. Edelmann & Co.; Steven S. Gordon of Republic Gear Co., reelected secretary; Charles H. Seibert of Behr-Manning Co., reelected treasurer; Bredimus; J. W. Howell of Timken Roller Bearing Co. and Anthony J. Tirri, office manager.





Automotive Sales Council's board of governors includes (l. to r.): Hal Goehrig, Colman O'Shaughnessy, executive secretary, Bob Cain, George Poe, Bob Lackner, Byron Fletcher,

Jack Roberts, Bill Coulter, Harold Harris, Bill Kern, Bob Harris, Dean Stewart, Joe Greenen and Dick Nardi. Jack Friedlander is not shown in this photograph.

Roberts of Wells Mfg. Heads Sales Council

JACK L. Roberts of Wells Mfg. Co. is the new president of Automotive Sales Council, succeeding Richard L. Nardi of Thompson Products.

Other officers are J. W. Kern of Perfect Circle Corp., vice president; Ransom P. Hall of Timken Roller Bearing Co., secretary, and William F. Coulter of Rubbermaid Co., treasurer.

New members of the board of governors are Robert M. Cain of Kal-Equip Co., Jack Friedlander of Guaranteed Parts Co., Joseph W. Greenen of World-Bestos, Harold B. Harris of Union Carbide Consumer Products, George Poe of Toledo Steel Products and Dean Stewart of Whitaker Cable. Holdover members are G. H. Goehrig of Blackhawk Mfg. Co., Robert M. Harris of Westinghouse, Robert W. Lackner of Gumout Division and Byron K. Fletcher of Hastings Mfg. Co.

The council's spring meeting is scheduled for May 9-11 at the Edgewater Beach Hotel in Chicago.

Gulf & Western Acquires Patten of Jacksonville

GULF & Western Industries of Houston, Texas, has acquired Patten Sales Co. of Jacksonville, Fla., and Overseas S.A. of Mexico City, both automotive parts firms, according to Thomas F. Plant, president of American Parts Co., a Gulf & Western division.

Both operations will become subsidiaries of Gulf & Western under its automotive parts division.

The Florida firm was acquired in a transaction involving cash, notes and Gulf & Western stock. Clyde Hawkins remains as president.

The purchase of Overseas S.A. is the Houston concern's first acquisition in the automotive parts field outside the United States.

"Our expansion into northern Florida," Plant said, "is another step in establishing a coast-to-coast network of automotive parts outlets."

Since Hawkins joined Patten Sales in 1947 annual sales reportedly have increased to about \$2,000,000 and the number of employees has climbed from five to 50.

Gulf & Western Acquires Scheufler of Kansas

CONTINUING a nationwide expansion program, Gulf & Western Industries of Houston, Texas, last month acquired its third major automotive parts company—the Scheufler Supply Co., Inc., of Kansas—in less than 30 days, Thomas F. Plant, president of American Parts Co., automotive parts division, announced.

Scheufler Supply Co., whose net worth is estimated at \$1,500,000, was acquired in an all-stock transaction, Plant disclosed. The firm services both the automotive and industrial trades, operates 11 outlets in nine

cities in central and western Kansas and has an annual sales total of around \$4,500,000. Its addition brings Gulf & Western's total number of outlets to 58.

Kennard to Keep Ties

Charles E. Kennard, formerly manager for many years of Coiner Parts Co., Inc., Staunton, Va., will continue his ties with the automotive service industry in several respects, it was announced last month. Aside from serving Coiner in a special advisory capacity he will attend the I.A.S.I. Show in Los Angeles later this month as a representative of Nu-Way Automotive System, Inc., Columbus, Ohio, and of *Guideposts*, a monthly publication edited by Dr. Norman Vincent Peale. He will continue to reside at 419 College Park Drive in Staunton.

Crescent Co. Buys Plant Site

A 38-acre tract in nearby Lincoln has been purchased by the Crescent Co., Inc., of Pawtucket, R.I., and its Carol Gable Division for the construction of a 250,000-square-foot one-story plant to manufacture insulated wire and cable.

A Salesman's Selling Tip

HERE'S A selling tip offered by W. M. Goodsell, vice president, Simmons Parts Co., Inc., Staunton, Va., which this veteran jobber executive said could be "the most profitable four minutes" a salesman could spend:

"When you had completed your call on the dealer you knew there were items he really needed but didn't buy. There were items he expressed interest in but didn't buy.

"Take two minutes to jot these down. If you don't, you will have forgotten them by next week.

"When next you drive up to his door, take two minutes to refresh your memory from your notes. It will be the most profitable four minutes you can possibly spend."

Florida Firm to Stage Products Show Again

VAUGHN & Wright of West Palm Beach, Fla., will repeat its automotive trade products show this year, with more than 40 manufacturers having received invitations to exhibit at West Palm Beach on March 27-28 and then move to Fort Lauderdale for a show on April 6-7.

Last year's show was a success, according to Sales Manager Jim Vaughn, who said much more effort is going into this year's show.

Florida Jobber Offices Damaged by Fire

OFFICES of the Florida Automotive Wholesalers Association in Orlando suffered "a heavy loss" Jan. 5 when the building in which FAWA operated was partially destroyed by fire, according to Executive Secretary H. V. "Bo" Bodine.

Records were virtually obliterated by water damage and all equipment will have to be replaced or refinished. Temporary office space has been set up with Corporate Group Service, 600 S. Delaney.



The two principal annual awards of Automotive Booster Club, Southwest No. 4, went to these members (l. to r.): J. W. "Polly" McGavock, representative of Sealed Power Corp., and Tom Rose, manufacturers' representative. Rose was named "Mr. B-4" because of his outstanding club work during 1960. McGavock got the "Mr. Behind of B-4" plaque, a facetious award presented annually to some past president of the club.

Van Norman Names Floridian

R. Warren Aldridge, Jr., a native of Tampa, has been named Florida



James E. Bregan became a junior partner in the Frank J. Bregan Co., manufacturers' representatives of Dallas, according to an announcement by Frank J. Bregan, his father, who is a veteran of many years in the aftermarket and widely known to the industry. Jim Bregan, known to many of his associates as "Sugar," joined the company after leaving the U. S. Navy in 1956. At that time he made his home in Houston, but was transferred to Dallas in 1960. He will continue to work his territory and will also have a part in Dallas office operation.

division manager for Van Norman Machine Co. (Automotive Division), Philip D. Moulton, vice president in charge of automotive equipment sales, announced. Prior to joining Van Norman, Aldridge was associated with Sunnen Products Co. and Tampa Brake & Supply Co.

Hunter Appoints Miller

Clyde L. Miller of Memphis, Tenn., has been appointed Southern division sales manager for Hunter Engineering Co. of St. Louis, Mo. Cliff B. Slade, veteran sales representative, has been promoted to field sales manager heading the division sales managers.

Monarch Auto Supply Co. of Covington, Ky., has added **National Laboratories'** line of cleaning chemicals for service stations and garages, Sales Manager Benjamin F. Keam, Jr., announced.

D. I. Alcorn has been added to the sales force of **Wadel-Connally Co.**, Orange, Texas, as straight wholesale man selling jobbers and national fleets only, according to T. G. Whitener, branch manager.

Truman Mayo has been promoted from counterman to territory salesman for **Craig Auto Supply Co.**, Tuscaloosa, Ala., Joe A. Craig, partner and service manager, announced.

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No "city" distractions during meetings... complete resort facilities for leisure hours. We have the experience and facilities — convention hall and a full complement of meeting rooms — to handle groups of from 2 to 1200.

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The second phase of an expansion program at Els Automotive Corp., Middletown, Conn., is now complete with the addition of this two-story building which represents 50,000 square feet of manufacturing space and which follows closely the addition of 36,000 square feet of space completed in 1959. Adjoining the main building, the steel and masonry construction features truck loading facilities at both levels. Plant facilities now total 181,000 square feet.

Columbus Parts Doubles Dyersburg Facilities

BECAUSE of increased shock absorber sales, The Columbus Parts Corp. of Toledo, O., has doubled the capacity of its Dyersburg, Tenn., plant by additional space and new equipment, according to James Balough, sales manager.

The first phase of the new construction was a 10,000-square-foot building erected east of the original building. The current enlargement program ended with the completion of a 50,000-square-foot addition to the original building, which contained 55,000 square feet. That section provides improved receiving and shipping departments, additional warehouse space, mail room and print shop, plus a 200-foot loading dock and offices.

New machinery, much of which is automated, has been moved into the added space, Balough said.

Virginia Group Sets Up Office Headquarters

HEADQUARTERS offices for the Virginia Automotive Wholesalers Association have been established in the Citizens-Waynesboro Bank & Trust Co. Building in Waynesboro, Executive Secretary C. Mason Phillips announced.

Phillips said he has disposed of all financial interest in Waynesboro Auto Parts, Inc., and will devote full time to management of VAWA affairs. Every marketing area within the state, he said, is covered by members who formed the association last October.

Felix E. Edmunds, senior partner of the law firm of Edmunds and

Freed, has been retained as legal counsel. New VAWA offices adjoin those occupied by Edmunds.

Goodrich Will Lease Pecos Test Track

THE world's longest automotive test track, being built by The B. F. Goodrich Co. near Pecos, Texas, will be operated by a separate company under a lease agreement, a Goodrich official has announced.

Automotive Proving Grounds, Inc., a newly-organized company with headquarters at Pecos, will assume full control and operation of the nine-mile circular track, scheduled for completion this month under the contract.

Frank E. Harper, a native of Hartwell, Ga., and former manager of Goodrich's Los Angeles plant, is president of the new company. Besides testing Goodrich tires, Harper said his firm will sell the services of the proving grounds to other companies for testing automotive products.

Patterson and McAtee Join Frank H. Williams

ADDITION of Gus J. Patterson and R. J. "Dick" McAtee to the Frank H. Williams Co., manufacturers agents of Covington, Ga., has been announced by Frank H. Williams.

Headquartering in Hollywood, Fla., Patterson will cover Florida and South Georgia. McAtee, who resides in Atlanta, will travel Alabama, North Georgia and South Carolina. A native of Atlanta, McAtee most recently was Southeastern zone manager for the Bowes Seal Fast.

The TOOL CHESTS mechanics ask for...

HUOT



250 ROLLING CABINET—complete range of tool storage—18 x 26½ x 33—115 lbs.—red or blue.

#107 CHEST—26 x 12¼ x 12¼—red or blue—lowest priced full size automotive chest on market—retails for \$28.50 (slightly higher East and far West).

#100 DELUXE CHEST—seven cork-lined drawers—deep power tool drawer—21¼ x 19 x 26¼—red or blue.

THE FULL HUOT LINE ...

includes chests of every style. Drawers are all of extra heavy-duty construction to give long, jam-free service. Many have cork linings to protect your precision instruments. All cabinets have a smooth baked on enamel surface that takes rugged use with a minimum of marking and is easy to wipe clean.

Men who depend on their tools for a living, have to keep them right and ready . . . that's why so many of them ask for Huot tool chests. You'll like Huot, too!



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Huot rhymes with "Do It!"

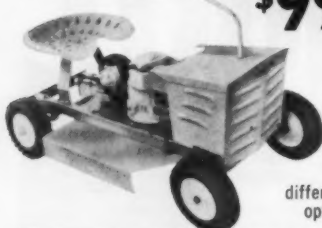
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24" TURF RIDER TRACTOR TYPE MOWER

HEAVY DUTY
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LIST
\$99⁵⁰



With
differential
optional.

With forward, neutral and reverse gear box.
Has dead man clutch. 3 H.P. engine.
Send for free catalog on aluminum and steel
deck quality power mowers, all types.



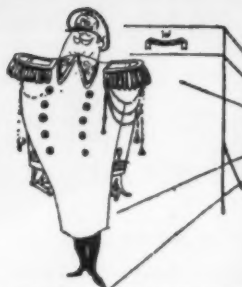
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Here's your chance to "CASH IN" on the fast growing demand for top quality replacement parts.
The OVER 200 ITEMS in this UNIVERSAL "BLUE-CHIP" assortment of tempered blade, clutch and parts display provide replacement parts for 95% of all mowers.
Display contains 30 blades, 32 clutches, 35 blade bushings and 124 bolts, keys and washers.
Total retail value—No. UBRC-200..... \$149.55
100 ITEMS—No. UBRC-100..... \$ 79.05

ATTRACTIVE DEALER DISCOUNTS
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39th St., East of Lexington Ave.
NEW YORK

Salon-size rooms • Terraces • New appointments, newly decorated • New 21" color TV • FM radio • New controlled air conditioning • New extension phones in bathroom • New private cocktail bar • Choice East Side, midtown area • A new concept of service. Prompt, pleasant, unobtrusive.

Single \$15 to \$22 Suites to \$60
Special rates by the month or lease

Robert Sarason, General Manager
OREgon 9-3900
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Basil E. Ryan (top), formerly president of Car Parts Depot, Inc., El Paso, Texas, has been elevated to the board chairmanship. He is succeeded in the presidency by Jack B. Ryan (bottom), former executive vice president, who has been associated with the company for many years through his father, the late Boyd Ryan, a former director of the firm. Founded in 1920 at El Paso, the company has grown from one small store to a modern distribution warehouse and 15 outlets situated throughout West Texas and New Mexico.

Minimum Order Scores On Invoice Survey

OF 422 manufacturers answering a survey on small invoice practices, 313 (74%) voted "Yes" and 85 (20%) voted "No" to the question: "Would you favor establishing a suggested minimum charge (amount or value of merchandise) . . . on which invoices would be issued for a single order?"

The survey, conducted by Motor and Equipment Manufacturers Association, revealed that almost 60% of the companies responding have no established minimum order for invoicing, yet 74% said their cost of issuing an invoice was over \$1 and 58% said their "break-even point" on cost was over \$2. Five per cent said their cost exceeded \$5.

Of the 313 favoring a suggested

minimum, 154, or 50%, chose \$5 as their preferred amount. Among other suggested minimums and the support they received were: 55 votes for \$3, 39 for \$2, 27 for \$1, 20 for \$10 and eight for \$4.

ASIA Appoints Shohet Public Relations Head

MAX R. Shohet of Washington, D. C., has been appointed public relations director of the Automotive Service Industry Association, Executive Secretary J. L. Wiggins announced.

A newspaperman before entering the public relations field, Shohet has been public relations counsel to ASIA since its formation. He will headquarter at the association's Washington office at 1001 Connecticut Ave., N. W.

Vaughn & Wright Moves In Fort Pierce, Fla.

VAUGHN & Wright of Fort Pierce, Fla., oldest branch operation of Vaughn & Wright of West Palm Beach, Fla., will soon occupy a new steel and concrete building at S. 5th St. and Florida Ave., Sales Manager Jim Vaughn announced.

The new facility will contain 13,500 square feet of store area, with 15,000 square feet of paved parking area. The branch was established in 1934.

Cross-Allen Auto Electric Co. of Austin, Texas, has enlarged its Del Rio store and is opening a complete machine shop with Horace Fletcher as foreman.

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FUEL PRESSURE REGULATOR for BIG PROFITS—HIGH VOLUME

Today's higher fuel pump pressures are creating a fast-growing demand for TRUE Fuel Pressure Regulators. Get the profits on the quality

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SELLS FOR
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G. W. Luck (shown here) has been appointed district manager for North Carolina and Virginia by Charles W. Glass and Associates, manufacturers' representatives of Decatur, Ga. For the past five years Luck had represented Puralator Products in Virginia and North Carolina.



Bernard E. Wall of Lake Charles, La., has been named territory manager for The AP Parts Corp. in Louisiana and Southwest Mississippi. A native of Kansas City, Mo., Wall has been a jobber salesman for Dimmick Supply Co. of Lake Charles, district manager for Toledo Steel Products and dealer controller for Standard Motor Products of Long Island City, N. Y.



James A. "Red" Hall, for the past 24 years associated with McLean Auto Supply Corp.—most recently as general manager—has been appointed manager of Standard Parts Corp. of Norfolk, Va. Hall began his career with Chesapeake Auto Supply Co. and later went with the Benton-Bailey Co. Standard Parts also has operations in Richmond and Roanoke.

Keenan Parts Names Marianna Manager

PROMOTION of Harris P. "Red" McCall and Roy James within the Keenan Auto Parts Co. organization, with headquarters in Albany,

Ga., has been announced by Paul A. Keenan, Sr., president and founder of the many-branch operation.

Formerly a salesman for the Tifton, Ga., store, McCall has been named manager of the Marianna, Fla., operation, succeeding Marion

Roberts, who resigned to enter the parts business in Sanford, Fla. James, who joined the company early last year, will take over McCall's former duties. He was parts and service manager with a General Motors dealer before joining Keenan.

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A NEW SERVICE FOR AUTOMOTIVE WHOLESALERS AND ENGINE REBUILDERS

WHITE MACHINE WORKS now offers to jobbers and engine rebuilders one of the most complete stocks of foreign car parts, at competitive prices. Pistons, rings, sleeves, pins, valves, guides, valve springs and engine bearings are available for all popular foreign made cars. Make White a one-stop source for all foreign car engine parts.

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WRITE TO:

GOULD-NATIONAL GN BATTERIES, INC.

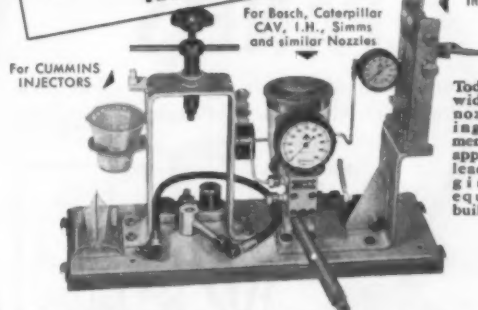
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Subsidiary of Gould-National Batteries, Inc.

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For CUMMINS INJECTORS

Today's most widely used nozzle testing equipment. Factory approved by leading engine and equipment builders.

Available as the "Universal Test Set" illustrated or in selective sets comprising the particular components required for testing Cummins Injectors, GM Injectors or Bosch, etc. Nozzles.

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Service Manual

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NAME _____

COMPANY _____

STREET _____

CITY & STATE _____

Martin Kidder Will Head Parts Processing Guild

MARTIN Kidder, a veteran of over 25 years in the automotive parts industry, has been elected managing director of Parts Processors Guild with headquarters at 899 Country Club Circle, Fort Lauderdale, Fla.

For the past several years Kidder has operated a manufacturers' agency in the South, which will continue under his associates. He formerly held marketing positions with Autolite, Airtex and others. In his new position, Kidder will direct all membership, marketing and promotional contacts for the group of parts processors and reconditioners.

Installation, Service Top Customer Gripes

UNSATISFACTORY installation or service topped a complaint list brought to light in an analysis by the Los Angeles Better Business Bureau on causes of customer dissatisfaction regarding automobile sales and service.

Of 160 automotive complaints made during the period studied, 22.5% dealt with installation or serv-

ice. Second came complaints about a guarantee or contract not fulfilled, which represented 18.1% of the total number of complaints recorded.

Following in order were complaints regarding oral misrepresentation, 17.5%; promised adjustment not fulfilled, 13.8%; defective merchandise, 11.8%; advertised misrepresentation, 6.9%; miscellaneous, 5%, and non-delivery of merchandise, 4.4%.

Sandlappers Select Charleston

The annual convention of the South Carolina Automotive Wholesalers Association will be held Nov. 14-15 at the Fort Sumter Hotel, facing on Charleston's famous Battery. Guy M. Tarrant of Columbia is president. The two previous conventions have been held at Columbia.

Morgan Dies in McAllen, Texas

J. E. Morgan, former owner of J. E. Morgan Co., McAllen, Texas, died last month. He had been in ill health for several years and retired in January 1960 when he sold his business, stock and building to Brown's Tool and Supply.



Waldo V. Tiscornia (shown here) has been elected president and general manager of Auto Specialties Mfg. Co., St. Joseph, Mich., succeeding his brother, James W. Tiscornia, who died recently. The new president joined the company in 1917 and has been executive vice president and assistant general manager.

Autolite Names Boden

Robert O. Boden has been named plant manager for The Electric Autolite Co.'s new Decatur, Ala., manufacturing facility. He was formerly general manager of Heltzel Steel Form and Iron Co., Warren, O.

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the toughest Beads Break Easily with a Bishman GIANT BEAD BREAKER

Rolls beads off to end shoving and straining, makes easy work of tight beads on safety wheels. Prevents damage to air seals, side walls and beads. Wheel stop adjusts automatically for height. BISHMAN NO. 918 Giant Bead Breaker.



Unbreakable RUBBER JUG

One-piece flexible rubber, withstands weather, abuse. Lifetime hose fitting. One gal. BISHMAN NO. 126 Rubber Jug.

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Combines four motor oil additives into one balanced concentrate of three top blends

No other lube oil on the market — at any price — can compare with this top-level 8% detergent and zinc inhibitor . . . 10% Viscosity — Index improver . . . 2% 100,000 P.S.I. anti-wear metal smoother . . . 80% narrow cut.

Insist on World's Best Lubricant

Developed by German & U. S. Scientists in 1947 Chemical Research Laboratories, Superior, Wisc.

Write:

Southwest States Distributor

Route 6, Box 403 B
Parkville, Mo.



Richmond Company Reorganizes

Reorganization of Chaney and Co., manufacturers' representatives of Richmond, Va., with offices now situated at 13 W. 14th St., has been announced by William C. Chaney, Jr., who heads up the firm and is also director of sales. William C. Chaney, Sr., of Sumter, S.C., will cover the South Carolina territory and Jackson C. Smith of Charlotte, N.C., has been assigned the territory in his state.

Grote Mfg. Names Two

Appointments of William M. MacKenzie as sales manager of automotive products replacement division and of Walter A. Goes as original equipment market sales manager in the automotive products division of The Grote Mfg. Co. have been announced by President W. F. Grote.

Amarillo Elects Wilson

M. Z. Wilson is the new president of Amarillo (Texas) Automotive Wholesale Association. Other officers are Jack Roberts, vice president, and Johnson Whitsett, secretary-treasurer.



New officers of the Carolinas Automotive Booster Club B-33 are (l. to r.): seated, M. LeRoy Handsel, treasurer, and J. H. "Dick" Rosier, president; standing, R. C. "Bob" Churn, secretary; Leroy J. Erger, second vice president, and D. G. "Dave" McLaughlin, first vice president.

Directors are George McKee and J. W. Farley.

K. C. Salesmen Veto Union

In nine Greater Kansas City (Mo.) dealerships recently the new- and used-car salesmen voted 54 "against" to four "for" union representation. The union lost in each of the nine elections, it was announced last month.

Wolcott Will Head Inland

Appointment of Leslie C. Wolcott as general manager of the Inland Mfg. Division of General Motors, Dayton, O., has been announced by GM President John F. Gordon. Wolcott, who has been director of engineering at GM's Packard Electric Division in Warren, O., succeeds John D. O'Brien, who retired Jan. 31.

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*WITH BIG
JACK REPAIR
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It's easy to
Repair-it-yourself
with a Jack-Pack Kit.
Prices start at about \$2.50

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TRU-TORQUE
Safety Cups
with
Metal Expanders
for Smooth,
Positive
Action!



Operators like TRU-TORQUE because they insure perfect functioning of the hidden parts in wheel cylinders throughout the life of a brake job. Now made of high heat resistant rubber!



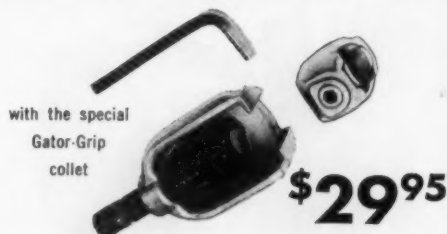
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takes the hard work out of
U-Joint servicing!

- Does the complete job of disassembly and assembly
- Pulls (and replaces) the trunnion bearing cups . . . with no hammering, no dangerous slips, no damage to bearings
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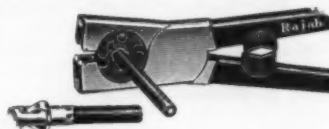
Loosens Rusted Bolts
nuts, screws, "frozen" parts!

LIQUID WRENCH SUPER-PENETRANT

"The mechanic's friend
... works in seconds"
YOUR JOBBER HAS IT!

RADIATOR SPECIALTY CO.
CHARLOTTE, N. C.

RAJAH HAND CRIMPING TOOL



NOTE—Simplicity of this Tool.
It cuts and strips the cable. Also
crimps Rajah Terminals to cable.

Order from your jobber or direct from us.
Send for circular and prices.

The Rajah Company, 35 Verona Ave., Newark 4, N. J.

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The (AAR) and/or (B) following many listings indicate membership in the Auto-
motive Affiliated Representatives and/or the Automotive Booster Clubs International.

ALABAMA

Alan Sales Co.—Birmingham (B)
Acme Air Appliance Co., Inc.
Badger Mfg. Corp.
Felt Products Mfg. Co.
Herman J. Downey—Birmingham
Tungsten Contact Mfg. Co., Inc.
W. F. Piperburg—Birmingham
Houser Engineering & Mfg. Co.
Lee Filter Company
Wm. H. Wood—Cullman (B)
Kool Kooshion Mfg. Co.

ARKANSAS

Doyle Moore—Little Rock
F & B Manufacturing Co.

FLORIDA

R. L. Bridges & Associates—Gainesville
(B) (AAR)
L & S Bearing Co.
Hirsig-Brantley Co.—Jacksonville (B)
Fram Corporation
J. H. Jones—Jacksonville (B)
Bishman Mfg. Co.
Homestead Valve Mfg. Co.
J. V. Lewis—Jacksonville (B)
Parker Brothers
R. B. Pilkington, Inc.—Jacksonville (B)
Kool Kooshion Mfg. Co.
Floyd Ware—Jacksonville (B)
Yankee Metal Prod. Corp.
I. C. Dimmick—Largo (B)
Champion Pneumatic Machinery Co.
John J. Somers—Largo
World Bestos Corp.

Maxim Hershey—Miami (AAR)
Doan Mfg. Co.

H. M. Rogers—Orange Park (B)
Climatic Air, Inc.
Huot Mfg. Co.

J. L. Meadows—Orlando (AAR) (B)
Houser Eng. & Mfg. Co.

GEORGIA

Aaron & Bell—Atlanta (AAR) (B)
Dupli-Color Products Co.
Eaton Mfg. Co. (Air Conditioning)
Monroe Auto Equipment Co.
Warner-Patterson Co.

D. O. Burdette—Atlanta
Clardy Mfg. Co.

Carl Clifton—Atlanta (B)
Chicago Rawhide Mfg. Co.
Eaton Mfg. Co. (Pressure Caps)

J. L. Daniell Co.—Atlanta (AAR) (B)
Pullman Vacuum Cleaner Corp.

Clarence Ethier—Atlanta (B)
Homestead Valve Mfg. Co.

Gene Fike—Atlanta (AAR) (B)
Storm-Vulcan, Inc.

Ray Gandy—Atlanta (B)
Jack-Pack Mfg. Co.

John Gleason—Atlanta (B)
Alondra, Inc.

Anthes Div.
Harvey Johnson—Atlanta (B)
Shure Mfg. Corp.

McDonald, McPherson & Bowling—
Atlanta (AAR) (B)

Buxbaum Company
C. R. McGruder—Atlanta (AAR) (B)
Rubbermaid, Inc.

J. L. Mattie—Atlanta (B)
Otto-Items, Inc.
Parker Bros.

W. O. Setzer Co.—Atlanta (B)
Arrow Safety Device Co.

Art Styron—Atlanta (AAR) (B)
F & B Manufacturing Co.

N. A. Williams—Atlanta (AAR) (B)
Big Boy Prod. Div.

Edward Zinnell—Atlanta (B)
Lee Filter Corp.

F. H. Williams Co.—Covington (AAR) (B)
Acme Air Appliance Co., Inc.

Monkey Grip Sales Co.
Rust Master Chemical Corp.

Roy Lippincott—Decatur
Champion Pneumatic Machinery Co.

W. M. Carlton—St. Simons Island (B)
D L Products, Inc.

KANSAS

Arthur Colgrove—Hutchinson
Parker Bros., Inc.

H. E. Russell—Topeka (AAR) (B)
Buxbaum Prod. Co.

Yankee Metal Products Corp.
Charles L. Sparks—Mission (B)

Champion Pneumatic Machinery Co.
E. T. Leahy—Prairie Village (AAR) (B)

Homestead Valve Mfg. Co.

KENTUCKY

J. Paul Saunders—Bowling Green (AAR)
(B)

Bishman Mfg. Co.
Jack Pack Mfg. Co.
Monkey Grip Sales Co.

Lee B. Hughes—Louisville (B)
Acme Air Appliance Corp.
Buxbaum Prod. Co.
Storm-Vulcan, Inc.

LOUISIANA

Arch Evans—Baton Rouge
Coats Co.
Elwood Watson—Bossier City
Otto-Items, Inc.
Parker Bros., Inc.
L. M. Cressy, Jr.—New Orleans
Tungsten Contact Mfg. Co.
W. W. Dalrymple—Shreveport
H. Clausen & Co.

MARYLAND

Cook Sales, Inc.—Baltimore
Eaton Mfg. Co. (Pressure Caps)
Merv Neal—Baltimore (B)
F & B Mfg. Co.
Sam Shemer—Baltimore
Swiss Laboratory
Tom Wilmer—Baltimore (B)
Storm-Vulcan, Inc.
Walter L. Breeding—Towson
Champion Pneumatic Machinery Co.

MISSISSIPPI

J. O. Park—Jackson
D L Products, Inc.
Guy M. Parker—Jackson
F & B Mfg. Co.
Southern Sales Co.—Jackson (AAR)
Buxbaum Co.
Champion Pneumatic Machinery Co.
Huot Mfg. Co.
C. Guy Keen—Meridian (AAR)
Alondra, Inc.
Anthes Div.
Herman A. Shields—Meridian (AAR) (B)
Muskegon Piston Ring Co.
Precision Automotive Components Co.
Western Tool & Stamping Co.

MISSOURI

R. S. Black—Kansas City (B)
Lee Filter Corp.
Warner-Patterson Co.
C. N. Buettner—Kansas City (B)
Acme Air Appliance Co., Inc.
Anthes Div.
Badger Mfg. Corp.
L & S Bearing Co.
Monkey Grip Sales Co.
Precision Automotive Components Co.
Herb Calkins, Inc.—Kansas City (B)
Herb Pack Mfg. Co.
W. J. Chapman—Kansas City (AAR) (B)
Tungsten Contact Mfg. Co.
R. O. Dickey & Co.—Kansas City (AAR)
(B)
Eaton Mfg. Co.
Doring & Eyer—Kansas City (AAR) (B)
Arrow Safety Device Co.
Burt Eaton—Kansas City
Western Tool & Stamping Co.
Wayne S. Frey Co.—Kansas City (B)
F & B Mfg. Co.
G. D. Heath Co.—Kansas City (AAR) (B)
John E. Mitchell Co.
John D. How Assoc.—Kansas City
Dupli-Color Prod. Co.
Charles H. Koslowsky—Kansas City
(AAR) (B)
Bishman Mfg. Co.
Frank Libby Co.—Kansas City (AAR) (B)
Muskegon Piston Ring Co.
Mosher-Williams, Inc.—Kansas City
(AAR) (B)
D L Products, Inc.
Fulton Sylphon Div.
Parker Brothers
M. H. Swanman, Inc.—Kansas City (AAR)
Champ-Items, Inc.
Paul K. Wilcox Co.—Kansas City (AAR)
(B)
Big Boy Products Div.
Milesmaster, Inc.
Rubbermaid, Inc.
Harvey Wise—Kansas City (AAR) (B)
Alondra, Inc.
Kool Kooshion Mfg. Co.
Don Ayd—St. Louis (AAR) (B)
Bishman Mfg. Co.

George M. Gille—St. Louis (AAR)
Champion Pneumatic Machinery Co.
Russ Nixon—St. Louis (AAR) (B)
Felt Prod. Co.
Gunk Laboratories, Inc.
Walter G. Punt—St. Louis (AAR) (B)
Otto-Items, Inc.
Tungsten Contact Mfg. Co.

NORTH CAROLINA

E. F. Baesel—Charlotte
Houser Eng. & Mfg. Co.
Sidney Butz—Charlotte (AAR)
Fulton Sylphon Div.
John Cain—Charlotte (B)
Arrow Safety Device Co.
C. C. Case—Charlotte (AAR)
D L Products, Inc.
Larry Kidd Sales Co.—Charlotte (AAR)
(B)
Accurate Products, Inc.
Muskegon Piston Ring Co.
Western Tool & Stamping Co.
Walter F. Pope—Charlotte (B)
D L Products, Inc.
Ben T. Ward—Charlotte (B)
Jack-Pack Mfg. Co.
Otto-Items, Inc.
Parker Brothers
F. L. Wimberly & Assoc.—Durham
(AAR) (B)
Alondra, Inc.
Yankee Metal Products
J. S. Longdon—Greensboro
Champion Pneumatic Machinery Co.
Huot Mfg. Co.
A. W. Mansfield—Greensboro
Storm Vulcan, Inc.
Ruark & Cox—High Point (B)
Precision Automotive Components Co.
Shure Mfg. Corp.

OHIO

A. W. Hoffman Sales Co.—Cleveland
D L Products, Inc.
Parker Brothers
O. T. Hillshafer—Newark
Storm-Vulcan, Inc.

OKLAHOMA

Llew Keller Co.—Oklahoma (B)
Coats Co.
B. A. Kline—Oklahoma City (B)
Bishman Mfg. Co.
Henry Lees & Associates—Oklahoma City
(B)
L & S Bearing Co.
L. T. Solomon—Tulsa
Champion Pneumatic Machinery Co.

PENNSYLVANIA

Ted Dinger—Pittsburgh
Alondra, Inc.

SOUTH CAROLINA

Sam Gendil—Columbia
Felt Products Co.

TENNESSEE

C. R. Cunningham—Memphis (B)
Shure Mfg. Corp.
Schuyler Reid Sales Co.—Memphis (AAR)
Arrow Safety Device Co.
Climatic Air, Inc.
J. B. Skinner—Memphis
Homestead Valve Mfg. Co.
F. Stublefield—Memphis (B)
Champion Pneumatic Machinery Co.
J. R. Sullivan—Memphis (AAR) (B)
Chicago Rawhide Mfg. Co.
Eaton Mfg. Co. (Pressure Caps)
Houser Eng. & Mfg. Co.
McEwen Cherry Co.—Nashville (AAR) (B)
Champ-Items, Inc.
John E. Mitchell Co.
Yankee Metal Prod. Corp.
General Sales Assoc.—Nashville (AAR) (B)
Fulton Sylphon Div.
J. R. Tate—Nashville (AAR) (B)
Precision Automotive Components Co.
Tungsten Contact Mfg. Co., Inc.

TEXAS

Battle & Davis Sales Co.—Dallas (B)
Fitzgerald Mfg. Co.

Stanley D. Bowles Co.—Dallas (AAR) (B)
Huot Mfg. Co.
F. J. Brogan—Dallas (AAR) (B)
Anthes Div.
Felt Products Co.
Monkey Grip Sales Company
B. B. Burk—Dallas (AAR) (B)
Monroe Auto Equipment Co.
Capton & McEvoy Co.—Dallas (AAR) (B)
Precision Automotive Components Co.
Shure Mfg. Corp.
John M. Carter—Dallas
Houser Eng. & Mfg. Co.
S. J. Cole—Dallas
Southern Friction Materials Co.
J. S. Connell Co.—Dallas (B)
Accurate Products, Inc.
Jack Pack Mfg. Co.
Manley Valve Corp.
H. M. Cree Co.—Dallas (AAR) (B)
Chicago Rawhide Mfg. Co.
Fulton Sylphon Div.
Fullman Vacuum Cleaner Corp.
Gee Cee Sales Co.—Dallas (B)
Dupli-Color Prod. Co.
Sam Giller Sales Co.—Dallas
Badger Mfg. Corp.
John D. Harvey Co.—Dallas (AAR) (B)
Muskegon Piston Ring Co.
Western Tool & Stamping Co.
Hirrig-Frazier Co.—Dallas (AAR) (B)
Gunk Laboratories, Inc.
W. F. Janowski—Dallas
Storm-Vulcan, Inc.
Ralph Jeffress—Dallas (B)
Swiss Laboratories, Inc.
Dean Johnson—Dallas (AAR) (B)
Alondra Sales, Inc.
Lynn & Hemphill—Dallas (AAR) (B)
Buxbaum Co.
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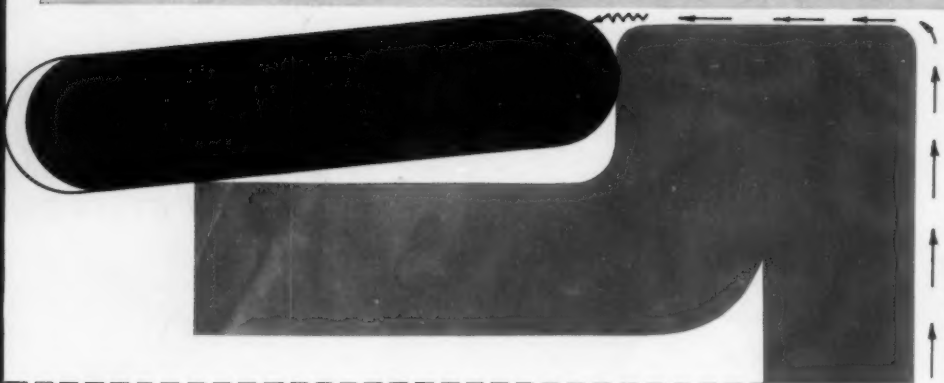
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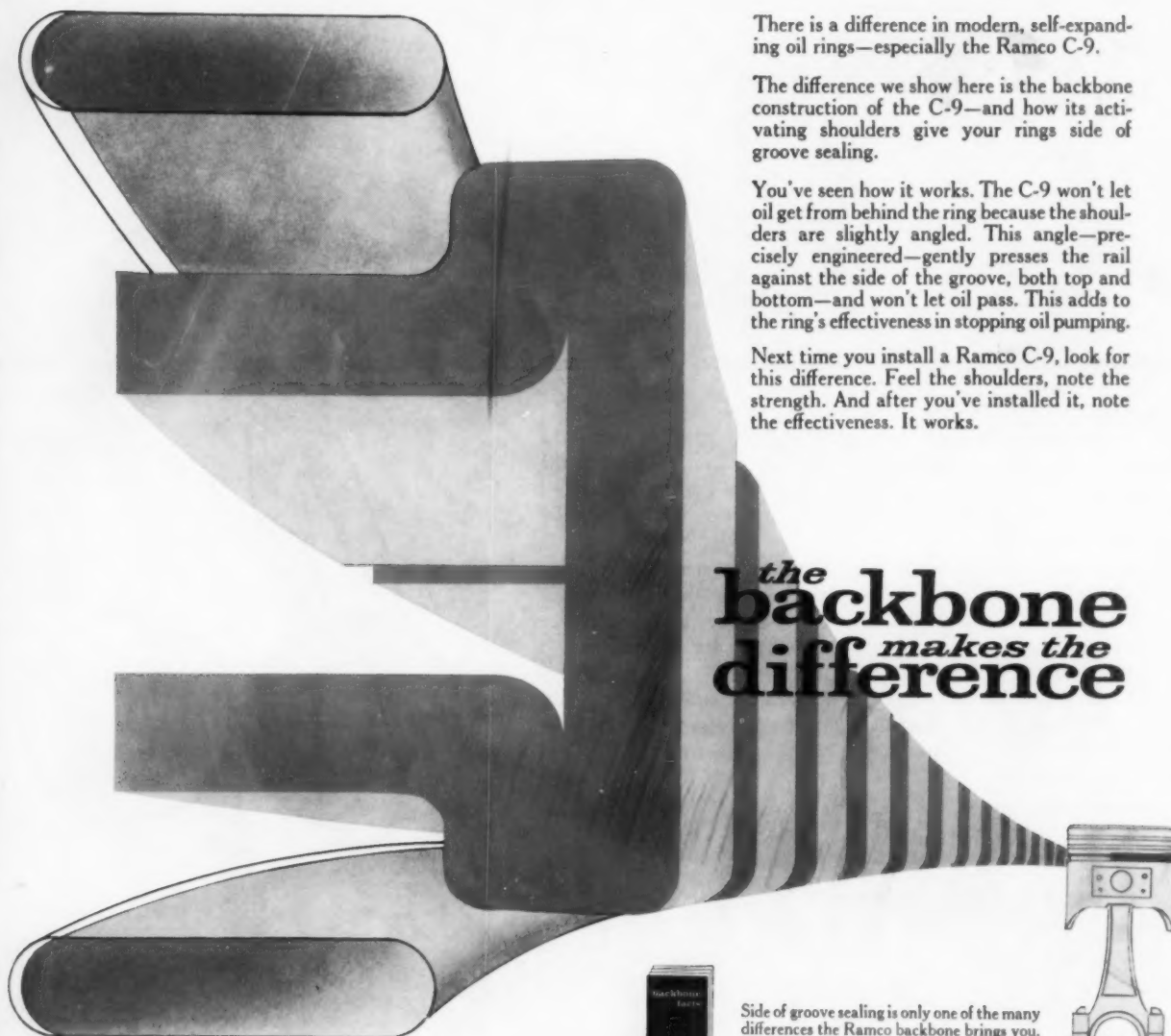
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